

Firelite by Samsonite Pushing Travel Boundaries to the Extreme



FIRELITE™, an exciting new Curv® collection from Samsonite®, the world's leading luggage brand for more than 100 years, pushes the boundaries of the luggage world to the extreme. Made in Europe, Firelite combines strong, dynamic style with exceptional lightness due to the revolutionary Curv® material manufactured by Propex and exclusive to Samsonite within the luggage arena.

Coveted by active and vibrant travellers – whether they are discovering Antarctica or diving in the Red Sea – Firelite perfectly accompanies their active, fast-paced holidays, filled with adrenaline fueled activities.

Research shows that today's traveller is increasingly looking for durable yet lightweight, manoeuvrable pieces which actively ease the stress of travel and reduce the likelihood of excess baggage charges. The unique, striking design and innovative Curv material enables a strong and even lighter suitcase; the cabin-size spinner 55 weighs less than a large bottle of water (1,9 kg) and the spinner 76 weighs just 2,9 kg, helping you avoid excess baggage fees with room to pack that extra wetsuit.

Curv is created by heating and compressing different layers of woven polypropylene fabric to form incredibly strong and light sheets which are then carefully moulded to form the outer shells of the luggage. Curv material is known for its high energy absorption, lightweight qualities and outstanding shock impact performance. That's why Curv is also used in sporting equipment where speed and lightness are essential such as ice hockey skates, soccer shin guard protection, surf boards and kite boards.



Not only is Firelite physically lightweight, it also stands out from the crowd with a strong visual statement made by the striking design and flashy colours.

Inspired by extreme sports lifestyles, the Firelite shell is eye-catching, modern and effortlessly absorbs heavy shocks during travel – a case which complements your active lifestyle and is as rugged and energetic as you are. Convenient and comfortable integrated top and side handles blend seamlessly into the lines of the case and the water resistant PU coated zipper adds a sporty look.

Silent lightweight wheels, for perfect smooth rolling, are activated with a retractable lightweight pull handle whilst a combination lock accepted by the Transportation Security Administration (TSA) allows for additional security when travelling to the USA. With these practical features, the only bumps on the road on your trip to the Grand Canyon will be the ones you tackle on your mountain bike. Meanwhile, a functional interior with colourful details, including a fully lined zipped divider pad in the top compartment with cross ribbons and a pocket on the bottom provides organized, comfortable packing. Perfect to separate those dirty running shoes from your evening wear – you'll look the part wherever your adventure takes you.

To learn more about Firelite, the lightest Curv collection, please scan the following QR code or visit YouTube to watch the video: http://www.youtube.com/watch?v=-d_ZHv1sA88

Recommended Retail Prices start at €xx<markets to insert>for xxxxx.



FIRELITE

- ENDS

For more information please call or email:

INSERT NAME	INSERT NAME OF MARKETING MANAGER
INSERT PR AGENCY	SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}



Email: {INSERT EMAIL ADDRESS}

Email: {INSERT EMAIL ADDRESS}

NOTES TO EDITORS:

Samsonite, created in 1910 by entrepreneurial Colorado native Jesse Shwayder, is the world's leading luggage brand. Inspiring travel world-wide, Samsonite helps global travellers to cover miles and create memories with revolutionary travel solutions. Preserving the brand's longstanding history of breakthroughs in research and development, Samsonite has embedded its place at the forefront of the travel world with a number of industry firsts. Showing commitment to innovation, the unique hard side collections made with the revolutionary Curv® material and the soft side ranges created with Advanced Hybrid Technology™ (AHT) join a wide spectrum of business, casual and personal accessory products in upholding Samsonite's position as a market leader and trendsetter. Remembering past triumphs but always looking forward, Samsonite maintains a worldwide vision that continues to enable the traveller to travel further, with always lighter, stronger and innovative products at his side.

Samsonite continually invests in new ways to engage and connect with global travellers. An active YouTube channel, interactive Facebook games and a travel app provide a wealth of resources, connectivity and entertainment for today's on-the-go travellers. By identifying trends and interpreting the continuing evolution of world travellers' needs, Samsonite plays a pivotal role in the multi-faceted lives of the global traveller.

www.samsonite.com (markets to also insert local Samsonite URL)



www.youtube.com/samsoniteeurope



Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8>



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Samsnite

BY YOUR SIDE

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