



All-New 897 Thule Racks Hullavator Kayak Rack a Major Innovation in Roof Rack Systems

The result of extensive engineering, the all-new 2005 Thule 897 Hullavator is an innovative kayak lift system that brings the boat loading platform down to the user's level, enabling anyone to load and unload any type of kayak much more effortlessly to car roof racks on tall vehicles.

Montpelier, VT ([PRWEB](http://www.prweb.com)) April 24, 2005 -- ORS Racks Direct, a leading provider of truck and car rack systems for commercial and recreational applications, announced today that the company is featuring the all-new Thule Racks 897 Hullavator Kayak Rack (image available at <http://www.orsracksdirect.com/thule-897-hullavator-kayak-rack.html>) as an innovative alternative to traditional roof rack kayak carriers. The Thule Hullavator kayak rack lift system is engineered to bring the boat loading platform down to the user's level, enabling anyone to load and unload any type of kayak much more effortlessly.

"We are very excited to now have Thule's new 897 Hullavator lift system to add to our arsenal of kayak racks we offer. This carrier dramatically reduces traditional loading height by more than three feet, reducing the power needed to load a boat to the vehicle's roof rack by as much as 50%," says Catherine Case, Consumer Relations and Sales Coordinator, ORS Racks Direct. "The gas assist shocks actually help to raise the kayak onto the vehicle roof rack. Today's tall SUV's, minivans, pickup trucks and wagons are making it increasingly more difficult for our customers to get their gear on to their car racks. Our manufacturers are constantly addressing this issue. We really believe Thule Racks has hit a home run with the 897 Hullavator kayak carrier. Another nice feature is that it can live side by side with other gear carriers because the lift system only requires about 25 inches of load bar space for mounting."

Steve Doviak, Thule Racks Marketing Manager, states "As easy as our current carrier systems are to load and unload, the fact of the matter is that in most cases the boat still needs to be lifted above the paddler's head to load the boat on to the vehicle. With the Hullavator, the boat only needs to be lifted to about waist height and the loader provides the extra muscle to make loading and unloading a breeze no matter your height or strength."

The Thule Racks Hullavator minimum suggested retail price is \$399.00.

About Thule, Inc.

Thule, Inc., is a wholly owned subsidiary of Thule Holding AB, which is owned by the Swedish investment company EQT. Founded in 1942, Thule develops, manufactures, and markets car rack systems for vehicle owners worldwide. Thule Racks is the only major United States manufacturer of car and truck rack products, with 90% of Thule U.S. products produced in the company's Chicago, Illinois and Seymour, Connecticut facilities. Thule's product line features multi-purpose roof racks, roof top and hitch cargo boxes, rear mount racks, and accessories for transporting outdoor equipment including bikes, skis, snowboards, canoes, kayaks and surfboards.

About ORS Racks Direct

ORS Racks Direct is a privately held company specializing in comprehensive sales and service of car and truck rack systems. Representing the industry's most respected manufacturers, including Thule Racks and Yakima Racks, the company offers high quality truck rack, bicycle rack, ski-snowboard rack, canoe-kayak rack and



sailboard-surfboard rack solutions for vehicle rear hitch and trunk mount, roof rack mount and pickup truck mount applications. The company has been providing consumer sales for over three decades to the U.S. market through multi-channel outlets that include store front, internet and phone sales.

Their full line of Thule Kayak Racks is available for review at <http://www.orsracksdirect.com/thule-canoe-kayak-racks.html>. For more information on the complete line of Thule Racks offered visit <http://www.orsracksdirect.com/thule-racks.html>

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<http://www.orsracksdirect.com/kayak-canoe-racks.html>

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