



All-New 2005 Thule Racks Car Rooftop Cargo Bags Take On Traditional Luggage Racks

Answering the demands of today's consumers, the Thule 846 Quest, 856 Nomad and 866 Escape II rooftop soft cargo bags offer the volume and carrying capacity of traditional luggage racks and cargo boxes, as well as convenient removal for better vehicle fuel efficiency when not in use.

Montpelier, VT ([PRWEB](http://www.prweb.com)) May 6, 2005 - ORS Racks Direct, a leading provider of car and truck rack systems for recreational and commercial applications, announced today the company has partnered with Thule Racks to feature the all-new 2005 line of Thule Cartop Cargo Roof Bags. The complete Thule Racks series of roof rack cargo bags includes the Thule 846 Quest (image available at <http://www.orsracksdirect.com/thule-846.html>), Thule 856 Nomad (image available at <http://www.orsracksdirect.com/thule-856-nomad-car-roof-bag.html>) and the Thule 866 Escape II (image available at <http://www.orsracksdirect.com/thule-866-escape-2-car-roof-bag.html>). The new series of soft roof bags was developed to meet all types of consumer needs, from the occasional day-tripper to the rugged adventurer that can expect to endure all types of extreme climate conditions.

The top-of-the-line 866 Thule Escape II bag is a fully featured cartop cargo carrier solution for all types of gear including luggage and camping gear. Thule has redesigned and engineered the 2005 product, providing superb water-proof and all-weather resistance. With a 15 cubic foot carrying capacity, the 866 Escape II bag provides more cargo space than many traditional roof cargo box models. The 856 Thule Nomad bag is also loaded with several high-end features at a value price. At fourteen cubic feet, the 856 Nomad also offers the capacity and quality of a roof box and offers all-weather resistance. The 846 Thule Quest roof bag is available to consumers looking for an excellent fair weather storage solution for daytrips and outings where rain and foul weather is not in the forecast. Thule Racks has engineered the product line to universally work with all aftermarket racks, including Thule Racks and Yakima Racks, as well as most factory racks too.

"Thule has met the demands and expectations that today's consumers have regarding convenience and efficiency in vehicle cargo carrier and luggage rack transport solutions. A major concern our current customers have is fuel efficiency when it comes to loading up their roof racks for summer vacations and the like. The roof bags offer the ultimate in convenience because users can quickly remove them when not in use and save on fuel costs by eliminating a more permanent cargo carrier such as a hard roof cargo box," explains Catherine Case, ORS Racks Direct Consumer Relations and Sales Coordinator. "Customers are really amazed at how much they can stow in the bags as well. Even with today's large SUVs and minivans, people still require the occasional need to transport extra gear on their car roof tops. The Thule roof bags provide the perfect solution."

The Thule Racks minimum suggested retail price is \$179.99 for the 866 Escape II, \$99.99 for the 856 Nomad and \$79.99 for the 846 Quest.

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, hitch and roof top cargo baskets, bags &



boxes, rear mount racks, and accessories for transporting outdoor equipment including bikes, skis, snowboards, fishing rods, kayaks, canoes, 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 Yakima Racks and Thule Racks, the company offers high quality truck rack, luggage bag, basket rack, cargo box, fishing rod carrier, bike rack, ski-snowboard rack, kayak-canoe 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 cargo gear and luggage carrier solutions is available for review at <http://www.orsracksdirect.com/thule-boxes-luggage-racks-cargo-baskets.html>. For more information on the complete line of Thule Racks offered visit <http://www.orsracksdirect.com/thule-racks.html>

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