



All-New Thule 554XT Surfboard Rack to Be Featured Through Partnership Between Nationwide Car Rack Retailer and Thule Racks

The result of Thule Racks efforts to design and engineer a surfboard carrier that is compatible with virtually all vehicle factory rack cross bars, the Thule 554XT surfboard rack eliminates the need for a multi-purpose base roof rack system replacement.

Montpelier, VT ([PRWEB](http://www.prweb.com)) June 5, 2005 -Â ORS Racks Direct, a leading provider of car and truck rack systems for recreational and commercial applications, announced today the company is partnering with Thule Racks to feature the reconfigured Thule 554XT Surfboard Racks (image available at <http://www.orsracksdirect.com/thule-554xt.html>). This latest redesign of the surfboard rack is the result of Thule Racks efforts to engineer an innovative car roof surfboard carrier that is compatible with virtually all automotive factory roof rack cross bars. A replacement multi-purpose base rack system is no longer necessary with most vehicle set-ups, allowing for a substantial savings in money and time to purchase and install a surfboard roof rack system.

"Of all the numerous vehicle set-ups and configurations, the all-new Thule 554XT Surfboard Racks have the most potential in dramatically reducing the investment required to transport a surfboard. The 554XTÂs impressive new engineering makes it compatible with just about any factory rack currently on the road," states ORS Racks Direct Consumer Relations and Sales Coordinator, Catherine Case. "And of course it also attaches directly to Thule rack load bars and Yakima rack cross bars. This carrier is an excellent example of how car rack manufacturers are constantly working to improve product design to reduce customersÂ costs and time in configuring gear transport solutions for their various needs."

The Thule Racks minimum suggested retail price for the 554XT is \$50.00.

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 truck and car rack products, with 90% of Thule U.S. products produced in the companyÂs Chicago, Illinois and Seymour, Connecticut facilities. ThuleÂs product line features multi-purpose roof racks, hitch and roof top cargo bags, baskets & boxes, rear mount racks, and accessories for transporting outdoor equipment including surfboards, skis, snowboards, fishing rods, kayaks, canoes, and bikes.

About ORS Racks Direct

ORS Racks Direct is a privately held company specializing in comprehensive sales and service of truck and car rack systems. Representing the industryÂs most respected manufacturers, including Thule Racks and Yakima Racks, the company offers high quality truck rack, luggage bag, cargo box, basket rack, bike rack, fishing rod carrier, snowboard-ski 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 Sailboard and Surfboard Carrier solutions is available for review at <http://www.orsracksdirect.com/thule-sailboard-surfboard-racks.html>. For more information on the complete



line of Surfboard Racks offered visit <http://www.orsracksdirect.com/sailboard-surfboard-racks.html>

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

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