



SAMSONITE launches SAHORA REGENERATION
"Tough yet Light - Soft yet Strong"



Sahora ReGeneration™ is a new softside collection from Samsonite which incorporates the latest hybrid technology – Advanced Hybrid Technology (AHT).

Thanks to the pioneering AHT, Sahara ReGeneration satisfies today's consumer's four primary criteria when selecting luggage – solidity, weight, comfort and capacity.

With a moulded internal hard shell and exterior covered with strong fabric, AHT combines the protection of hardside cases with all the advantages of a softside case – expandable capacity and incredible lightness. Sahara ReGeneration also has handy external pockets which make for easy organisation and ultimately comfortable travelling.

In other words, the range is "Tough yet Light - Soft yet Strong".

All Sahara ReGeneration pieces have a stylish silhouette with tonal trim. The cases in the range have two equally sized split compartments and with practical laundry bags, internal and external pockets, efficient packing is made easy.

For extra stability, the larger models as well as the business spinner tote and a cabin sized model, are available with four smooth spinner wheels located on each bottom corner. These four wheeled versions can be rolled effortlessly alongside the user when traveling from terminal to terminal - perfect for when transporting heavier items such as laptops or folders.





The ever popular cabin sizes also come in two upright versions with two wheels. At under 2,6kg for the Upright 50 split case, the range is incredibly light which allows the traveler to take that extra pair of shoes or bring home additional gifts for loved ones.

For those looking for a stylish yet practical business piece, the laptop backpacks are available in two different sizes, and feature the same styling and design accents. Both contain padded laptop protection, air-mesh padding for extra carrying comfort, and organisational pockets for storage of smaller accessories.

Security is a priority for Samsonite, and Sahara ReGeneration sports an ingenious recessed zipper as well as an integrated combination lock accepted by the TSA. Rubber grip handles deliver improved touch and feel for ultimate comfort.

The product range is extensive to suit all requirements – from beauty bags and business spinning totes to large suitcases for families and duffles. Sahara ReGeneration luggage comes in classic graphite as well as some youthful fun colours - plum, blue and red, whilst the business products are available in graphite, plum and red.

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

-ENDS-

For more information please call or email:

INSERT NAME	INSERT NAME OF MARKETING MANAGER
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NOTES TO EDITORS:

Launched in 2010, Cubelite™ joins a host of other exceptionally strong and light hardside ranges such as Cosmolite™, made of the exclusive Curv® material. Cosmolite is the winner of the Red Dot Design Award 'Best of the Best 2010' proving that the 'future is light'.

HISTORY: Samsonite was created in 1910 by entrepreneurial Colorado native Jesse Shwayder, and was first called the Shwayder Trunk Manufacturing Company. Shwayder quickly recognised the financial opportunities in the growing luggage market due to the 'Gold Rush', which saw more and more people traveling from coast to coast to seek their fortunes. With a longstanding history of breakthroughs in luggage development the brand has always been a leader in polypropylene suitcases but also continues to develop a wide range of polycarbonate products. The leader in ground-breaking designs, in 2010, Samsonite introduced B-Lite™, its lightest ever softside suitcase.

FIRSTS: Samsonite is renowned for a number of ground breaking innovations. These include the 1969 launch of the first Samsonite polypropylene case named Saturn® with injection-moulded shells. This revolutionary design later became the most widely accepted way to produce modern hardside luggage. In 1974 the first Samsonite suitcase on wheels named Silhouette® was introduced. Then in 2008, Samsonite launched their lightest and strongest award-winning luggage range, Cosmolite, made famous for its innovative Curv® material.





TODAY: Samsonite offers its customers hundreds of product lines in 55 countries in EMEA and in over 120 countries across the world.

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

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