

NOTES TO EDITORS:

Samsonite is the world's leading luggage brand with a heritage dating back over 100 years. Inspiring travel worldwide, Samsonite enables global travellers to cover miles, create memories and enjoy every second of their trip 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 by identifying trends and the continuing evolution of global traveller's needs, Samsonite maintains a worldwide vision that continues to enable travellers to travel further, with ever lighter, stronger and more innovative products at his side.

With Samsonite by your side, nothing should stop you from chasing destinies, discovering new horizons and exploring the world beyond your imagination.

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

www.facebook.com/samsoniteofficial

www.youtube.com/samsoniteeurope

Enjoy Every Second: http://youtu.be/CRD7B7K_CBQ



Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8> or <https://play.google.com/store/apps/details?id=com.inthepocket.samsonite&hl=en>



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