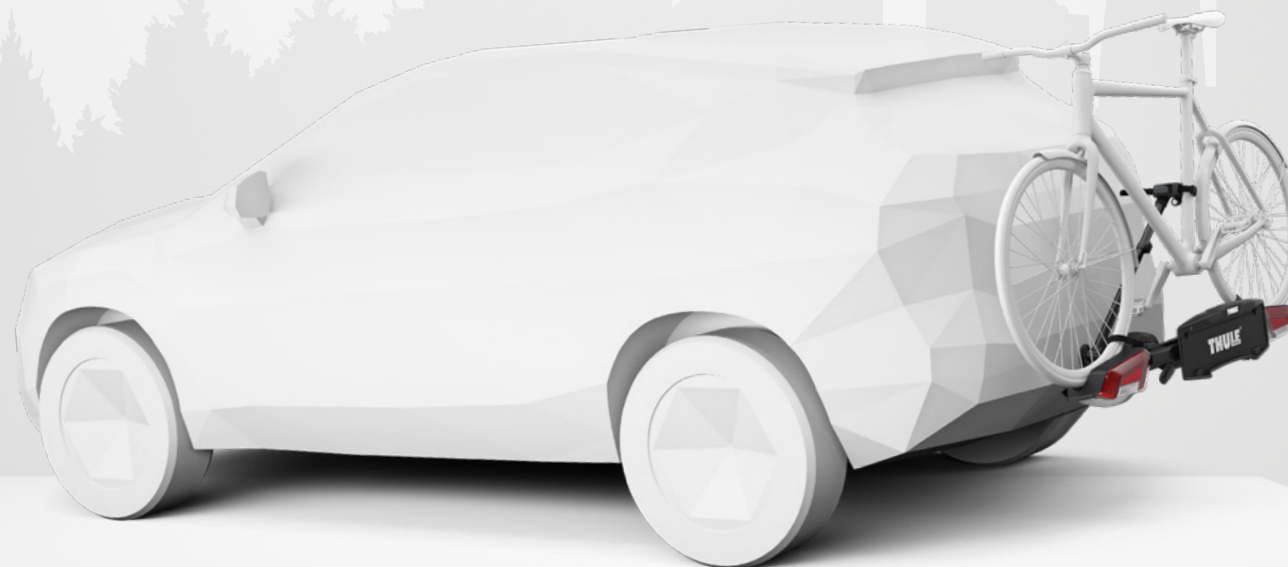


Thule VeloLite

An easy and compact way to carry your bike



THULE
SWEDEN



Thule VeloLite

An easy and compact way to carry your bike

Compact and cost-efficient towbar-mounted platform bike carrier for up to 3 bikes, designed for everyday use and easy storage.



An easy and compact way to carry your bike

Thule VeloLite is a lightweight and easy-to-use towbar-mounted bike carrier that makes everyday bike transport simpler. With a compact folding platform and a smart design that fits a wide variety of bike types, it's ideal for both frequent and occasional riders.

Low profile, fixed platform

Thule VeloLite is built on a fixed platform, which helps keep the carrier lightweight. Its low profile and clean design allow you to open your car's trunk when no bikes are mounted – without removing the carrier.

Ready for the city – or the trail

Whether you're riding a gravel bike, mountain bike, or city commuter, Thule VeloLite adapts to your needs. The independent bike arms and pivoting head fit a wide range of frame designs and geometries – from 20 to 90 mm – and keep your bikes secure in transit.

Folds down small. Works hard.

The platform folds for compact storage and has integrated lights and a license plate holder, making it fully road legal. Thule VeloLite is available in 1, 2, and 3-bike versions to suit your lifestyle.



Thule VeloLite - 1-bike



Thule VeloLite - 2-bike



Thule VeloLite - 3-bike





Thule VeloLite – 1-bike

Technical specifications

THULE NUMBER

9051100
9051200 (RHD)

MAX NUMBER OF BIKES

1

MAX WEIGHT PER BIKE

25 kg

MAX LOAD

25 kg

PRODUCT WEIGHT

9,5 kg

WHEELBASE RANGE

1250 mm

WHEEL SIZE RANGE

16-29"

MAX TIRE WIDTH

3"

DISTANCE BETWEEN BIKES

-

PRODUCT FOLDED (L x W x H)

42 x 122 x 20 cm

PRODUCT UNFOLDED (L x W x H)

42 x 77 x 20 cm

Individual bike arms with strap for easy loading and unloading of bikes

The parking slot for the wheel strap keeps the wheel straps neatly tucked away while loading bikes.

Folds into a compact unit for easy carrying and to save space in your trunk or garage

Let's you access the trunk without removing the carrier when no bike is loaded on the carrier.





Thule VeloLite – 2-bike

Technical specifications

THULE NUMBER

9052100
9052300

MAX NUMBER OF BIKES

2

MAX WEIGHT PER BIKE

25 kg

MAX LOAD

50 kg

PRODUCT WEIGHT

14 kg

WHEELBASE RANGE

1250 mm

WHEEL SIZE RANGE

16-29"

MAX TIRE WIDTH

3"

DISTANCE BETWEEN BIKES

23 cm

PRODUCT FOLDED (L x W x H)

64 x 122 x 20 cm

PRODUCT UNFOLDED (L x W x H)

64 x 77 x 20 cm

Individual bike arms with strap for easy loading and unloading of bikes

Folds into a compact unit for easy carrying and to save space in your trunk or garage

Let's you access the trunk without removing the carrier when no bike is loaded on the carrier.

The parking slot for the wheel strap keeps the wheel straps neatly tucked away while loading bikes.

Generous 23 cm distance between bikes reduces risk of bike-to-bike contact

Easy trunk access with or without bikes loaded thanks to smart foot pedal tilt





Thule VeloLite – 3-bike

Technical specifications

THULE NUMBER

9053100

MAX NUMBER OF BIKES

3

MAX WEIGHT PER BIKE

25 kg

MAX LOAD

50 kg

PRODUCT WEIGHT

17 kg

WHEELBASE RANGE

1250 mm

WHEEL SIZE RANGE

16-29"

MAX TIRE WIDTH

3"

DISTANCE BETWEEN BIKES

23 cm

PRODUCT FOLDED (L x W x H)

86 x 122 x 20 cm

PRODUCT UNFOLDED (L x W x H)

86 x 77 x 20 cm

Individual bike arms with strap for easy loading and unloading of bikes

Folds into a compact unit for easy carrying and to save space in your trunk or garage

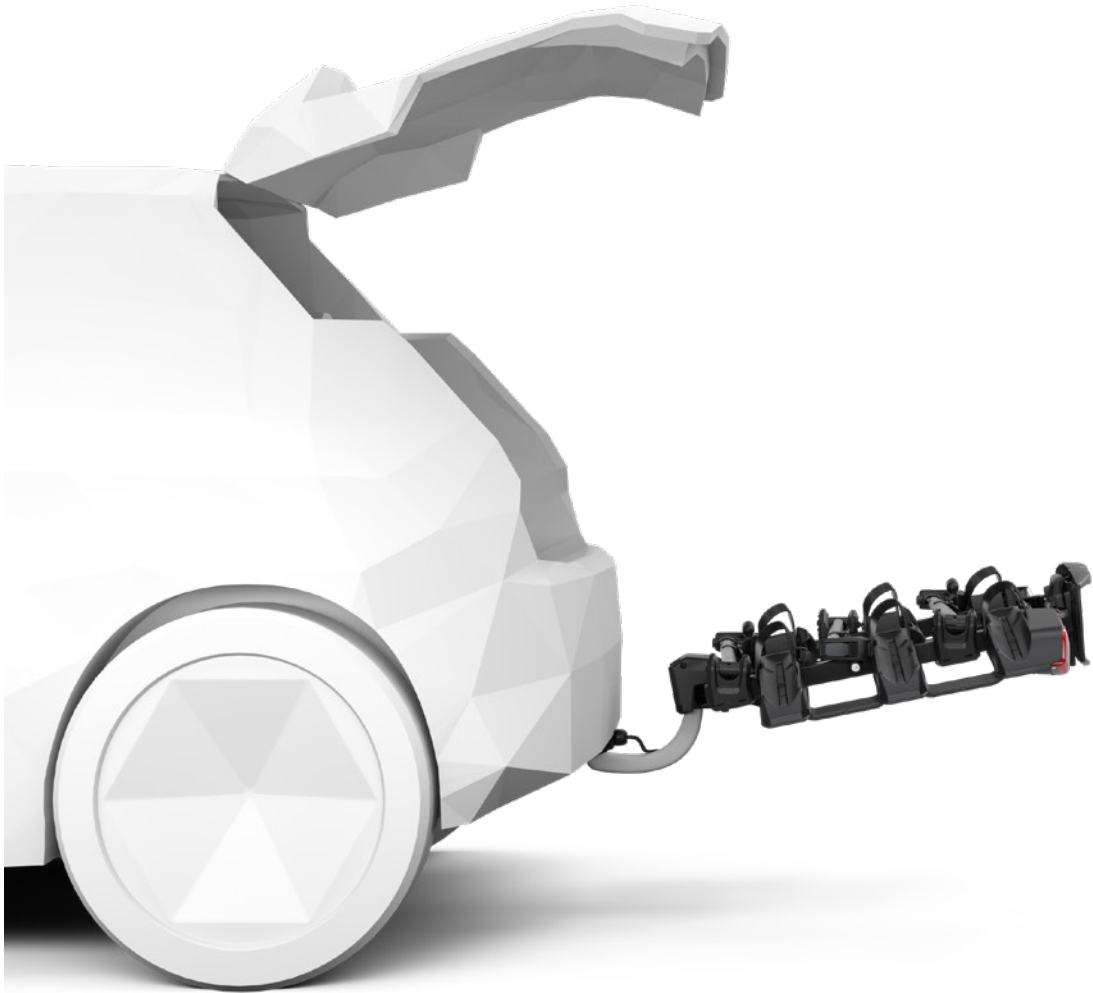
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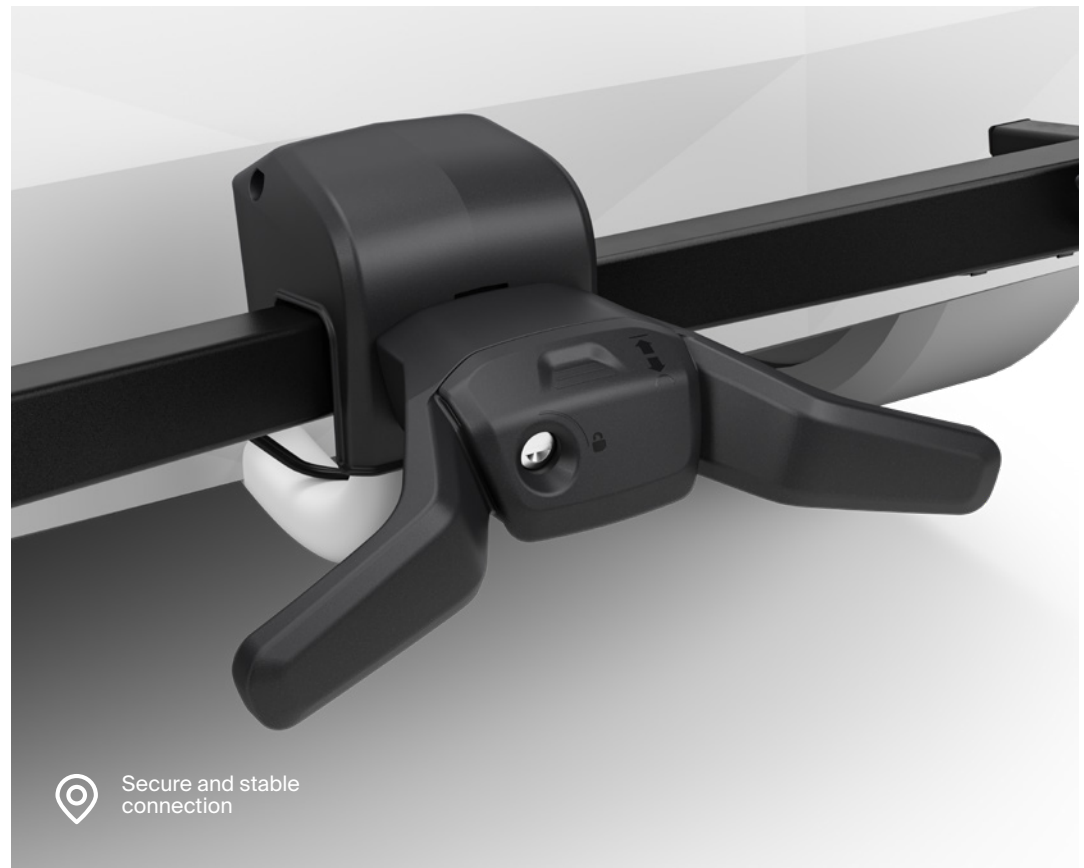




Trunk access



Wheel straps neatly stored



Secure and stable connection



📍 Lightweight and compact



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📍 Independent bike arms

📍 Fits a wide range of bikes

This is how we will help you drive sales



thule.com – Launch phases

Newspace

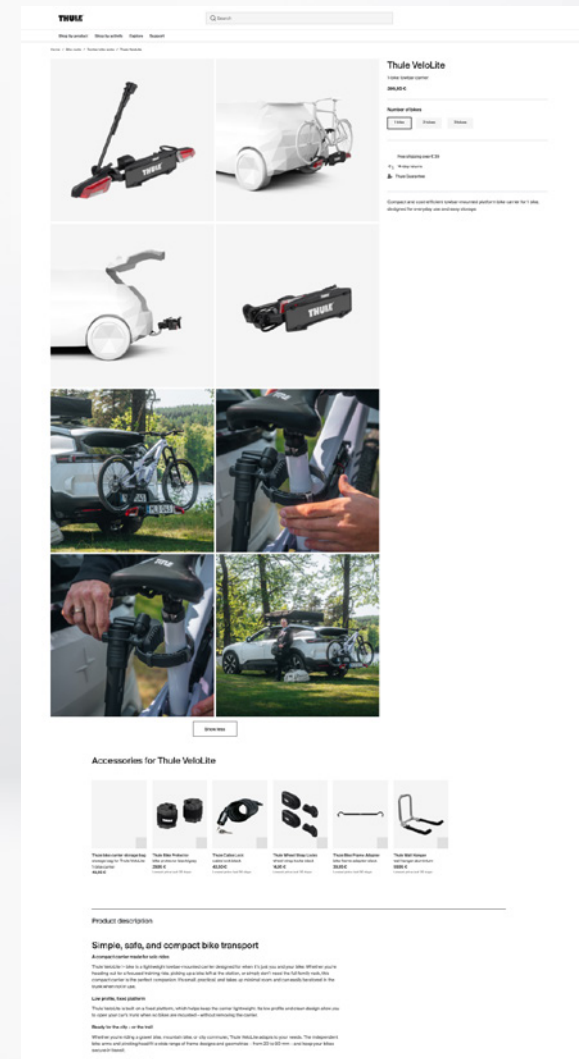
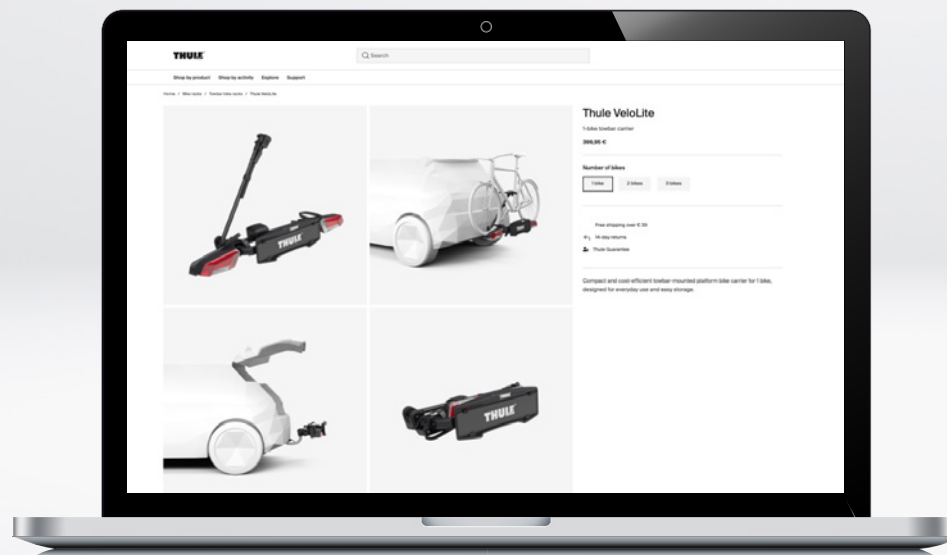
Live 3 weeks prior to launch - January 13

PDP page

Live 2 weeks prior to sales start - January 20

Supporting articles

- Update of all existing SEO guides
- Review of existing articles





Social media paid and organic overall strategy

Phase 1

Start February 2026

Thule VeloLite part of big bike rack push. Will be included in lower funnel ads together with other bike racks.

Phase 2

Start June 2026

Evaluate if more content production is needed, if so a bigger social media push will be prioritized.

Focus markets

EROW

Social media channels

Instagram, Facebook

Social media copy – Lifestyle

An easy and compact way to carry your bike.

Samples to ambassadors

0

Content

Show one bike installation (TBD ambassador generated lifestyle content)



Displays/POS



RMS premium display



RMS on wheels display



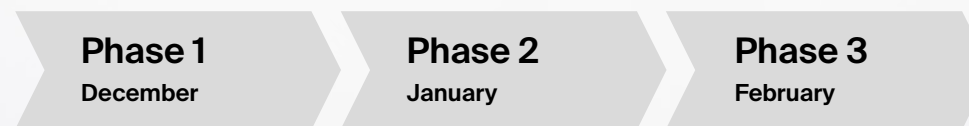
RMS light display



License plate



PR – Strategy



Phase 1 December

- Local press release send out to long lead, print, focus media
- Product sample pitching to media for tests

Phase 2 January

- Local press release send out to short lead, digital, focus media

Phase 3 February

- Ongoing pitching to media for test and reviews

Target media

Bike, automotive, gear, outdoor, travel and general media

Press events

The product is part of selected press events

Press assets

Press release / Images / Films / Spokespersons / Press samples for media / Part of global press events



Downloads



Media Assets

Lifestyle photos, product photos
and sell in material.

