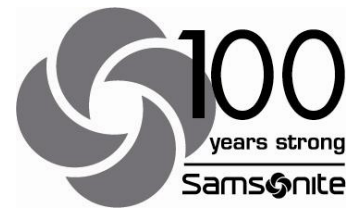


Introducing B-Lite, Samsonite's lightest ever softside suitcase



As Samsonite celebrates 100 years at the forefront of luggage innovation, the brand announces the launch of B-Lite across the world – it's lightest ever softside suitcase. Frequent travelers no longer have to worry about luggage weight restrictions from airlines, for example the 50cm cabin sized B-Lite weighs in at only 2,2kg (the cabin sized 55 cm at 2,3kg). Each suitcase in the collection achieves maximum capacity for minimum weight – all in an elegant and durable package. What's more, the 55cm upright and spinner fit virtually all airline cabin size regulations in Europe, with more and more of them requiring suitcases to be only 20cm deep.

It is everyone's worst nightmare to have to pay for excess weight, right before taking the plane to their dream destination. Airlines are now charging up to an average of €15 per extra kg (saving approximately €30 per round trip). As a practical example, the B-Lite spinner 77cm weighs at least 1kg less than most other suitcases, meaning you can either travel with more clothes, bring back extra souvenirs, or avoid paying excess charges.



The revolutionary B-Lite collection includes five uprights and three stylish spinners for optimal mobility and a rolling tote. With prices ranging from €XX the new Samsonite B-Lite is available at (local market to insert stockist details).


B-Lite's fashionably minimalist and modern design, not only looks ultra stylish but also helps to lower the weight of the suitcase. Innovative and sophisticated design elements, such as the **integrated top and side handle which have been used for the first time ever** in a Samsonite suitcase, all contribute to the collection's unbelievable lightness. B-Lite is also highly durable where it needs to be, for example, tough fabric is used along the sides of the cases, reinforcing it where it matters most, whereas the front panel is made of incredibly lightweight material. As always thorough procedures test the quality of a Samsonite suitcase's outer shell or fabric such as the UV resistance test which checks that discolouration does not occur in extreme sunlight.

Paola Brunazzi, VP Global Design and Development, says: "We've always been known for creating the most innovative luggage solutions on the market and we intend to hold on to this reputation in the future. For our 100th anniversary our design engineers wanted to break new barriers and launch a product that would best demonstrate the pioneering Samsonite philosophy of a truly innovative and revolutionary product. This not only pushes but also redefines the boundaries of what luggage should be and B-Lite certainly achieves this."



[PLEASE INSERT ANY RELEVANT LOCAL MEDIA CAMPAIGNS YOU WISH TO HIGHLIGHT IN YOUR MARKET]

Samsonite Celebrates 100 years Strong - 2010 sees the world's leading luggage brand, Samsonite, celebrate its 100th anniversary. Founded in 1910, its early cases and trunks were first used in the USA by gold rush speculators to transport their belongings to the frontiers. For the next 99 years Samsonite continued to earn its reputation as the quality luggage brand experienced travelers trust and rely on. 2010 will see the launch of yet more innovative, strong and lightweight products to mark its centenary year, and equip travelers for the future.




The Samsonite logo is displayed in a large, bold, blue sans-serif font. The word 'Samsonite' is written in a continuous script, with a stylized circular emblem integrated into the letter 'o'. The emblem consists of three interlocking curved segments, matching the design seen in the top right of the page.

PRICE AND STOCKIST DETAILS	<ul style="list-style-type: none"> ▪ From €XX ▪ Available at XXX [local market to insert details]
FEATURES	<ul style="list-style-type: none"> • YKK RC zippers: highest quality zippers (which last at least twice as long as ordinary zippers) • TSA padlock keeps all your belongings secure and worry-free and enable you to travel to the US whilst locked • Extra light fabric • Laundry and shoe bag • Nylon is used to maintain the lightness of the case • Unique construction: handles are incorporated into the frame of the case as opposed to built onto the exterior - this engineering element enables lightness and strength • Integrated top and side handles • Ultra lightweight wheels which are super soft and extra strong • Internal mesh zip dividers, lining and cross straps make packing easy and compact • Aluminium pull-handles ensure lightness and durability
AVAILABLE COLOURS	
MATERIALS	<ul style="list-style-type: none"> ▪ Tough 1682 denier polyester with soft and light 400 denier nylon x 450 denier twisted polyester (denier = unit of measure used in fabric) ▪ Polypropylene used to create the back of the case ▪ Lightweight central fabric and super strong corner fabric ▪ Resistant to tears and abrasion
WARRANTY	<ul style="list-style-type: none"> • Limited 5 years warranty

[PLEASE INCLUDE LOCAL MARKET DIMENSION VARIATIONS IF NEEDED]

PRODUCT IMAGE	CODE/COMMERCIAL MODEL NAME/TYPE	DIMENSIONS CM LxHxW	WEIGHT (KG)	VOLUME (LITRES)	FEATURES
	V79 * 003 / 41185 Spinner 55/20	37,5 x 55 x 20,5 cm	2,5kg	38l	<p>Spinner case with multidirectional wheel system</p> <p>Cabin size that can be taken on board an aircraft</p> <p>Combination padlock with TSA function</p> <p>Laundry and shoe bag</p> <p>Cross ribbons</p> <p>Integrated top and side handles</p> <p>Zippered divider pad</p> <p>Zippered pocket</p>
	V79 * 002 / 41184 Spinner 67/24	44 x 67 x 25,5 cm	3,2kg	70/75,5l	<p>Spinner case with multidirectional wheel system</p> <p>Expandable</p> <p>Combination padlock with TSA function</p> <p>Laundry and shoe bag</p> <p>Cross ribbons</p> <p>Integrated top and side handles</p> <p>Zippered divider pad and zippered pocket</p>
	V79 * 001 / 41183 Spinner 77/28	50 x 77 x 30 / 31,5 cm	3,9kg	114/121,5l	<p>Spinner case with Multidirectional wheel system</p> <p>Expandable</p> <p>Combination padlock with TSA function</p> <p>Laundry and shoe bag</p>

					Cross ribbons Integrated top and side handles Zippered divider pad Zippered pocket
	V79 * 007 / 41189 Upright 50/18	40 x 50 x 19cm	2,2kg	37,5l	Cabin size that can be taken on board an aircraft Combination padlock with TSA function Laundry and shoe bag Cross ribbons Integrated top and side handles Zippered divider pad Zippered pocket
	V79 * 006 / 41188 Upright 55/20	39,5x55x20 cm	2,3kg	41,5l	Combination padlock with TSA function Cabin size that can be taken on board an aircraft Laundry and shoe bag Cross ribbons Integrated top and side handles Zippered divider pad and zippered pocket

	V79 * 005 // 41187 Upright 67/24	48 x 67 x 27 cm	3,2kg	88,5l	Combination padlock with TSA function Laundry and shoe bag Cross ribbons Integrated top and side handles Zippered divider pad Zippered pocket
	V79 * 004 / 41186 Upright 75/28	50 x 75 x 32 cm	3,7kg	123,5l	Combination padlock with TSA function Laundry and shoe bag Cross ribbons Integrated top and side handles Zippered divider pad Zippered pocket
	V79 * 016 / 41460 Rolling Tote 17"	47 x 39 x 20,5 cm	2,6kg	30,5L	Upright luggage Cabin size that can be taken on board an aircraft Smart sleeve/ smart pocket which quickly slips over the handle of an upright / spinner case With laptop compartment 17" Pocket for PDA and cellphone pocket Removable laptop compartment Unique no tipping over system Cross ribbons Zippered divider pad Zippered pocket



- ENDS -

For more information please call or email:

INSERT NAME INSERT PR AGENCY	INSERT NAME OF MARKETING MANAGER SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
Email: {INSERT EMAIL ADDRESS}	Email: {INSERT EMAIL ADDRESS}

NOTES TO EDITORS:

CENTENARY YEAR: This year, Samsonite, the world's leading global luggage brand, celebrates '100 years strong' at the forefront of luggage innovation. 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. Always the first company to launch ground-breaking designs, this year Samsonite introduces B-Lite, its lightest ever softside suitcase. B-Lite joins a host of other exceptional ranges such as Cosmolite, made with exclusive Curv® technology, the lightest and strongest hardside Samsonite suitcase ever. Cosmolite is currently the fastest selling line in Samsonite's portfolio and 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 travelling from coast to coast to seek their fortunes.

FIRSTS: Samsonite is renowned for a number of ground breaking innovations. These include the 1969 launch of the first ever 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 world's first suitcase on wheels named Silhouette was introduced by Samsonite. Then in 2008 Samsonite's lightest and strongest award-winning luggage range, Cosmolite, was launched and made famous for its Curv® technology.

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 (plus the local market's Samsonite URL)

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Samsonite