



SAMSONITE presents CORDOBA DUO
"Tough yet Light - Soft yet Strong"



Cordoba Duo™ is the next generation of the Samsonite® bestseller – Cordoba™. The luggage range incorporates the new Advanced Hybrid Technology (AHT), which combines the strength and durability of a hardside case with the lightweight and expandable benefits of softside luggage. Ultimately practical, Cordoba Duo also has handy external pockets and a flexible capacity which makes for easy organisation and comfortable travelling.

Cordoba Duo is a multi-functional suitcase with a rounded edge to suit today's consumer who requires luggage for when holidaying with the family, but also when traveling on business.

Remarkably lightweight, the upright 50 weighs in at just 2,4kg. This incredible reduction in weight allows travelers to pack that extra pair of shoes, a couple of shirts or souvenirs, without having to worry about excess luggage charges.

Forever mindful to understand and meet the needs of the consumer, Samsonite recognises that in addition to weight and durability, the smallest details can make a big difference in easing the stress of traveling.

Cordoba Duo is available as an Upright model with two smooth rolling wheels or the spinner with four 360° rotating wheels for ultimate manoeuvrability. With integrated handles and wheels to maximise the packing capacity, the larger models in both the upright and spinner options are also expandable to allow extra space.

This single compartment case collection also has additional internal and external pockets so that the consumer can be better organised in their packing. Cordoba Duo has a full range of products including duffles on wheels, garment bag, toiletries kit, beauty case & shoulder bag.





The Cordoba Duo Business Collection is the perfect complement to the luggage range with models to suit both the traditional and young executive. With a smart boxy shape, the Business Collection includes four briefcase options and two shoulder bags, and features the same design styling and materials.

All briefcases have a dedicated 16" laptop compartment to safely cradle a notebook. In addition, all briefcases feature a removable shoulder strap, front organisation pocket, and a smart sleeve to secure the briefcase to Samsonite luggage.

The two shoulder bags offer a choice of sizes, with the larger case fitting an iPad®.

Cordoba Duo Luggage is available in graphite and red. Cordoba Duo Business is available in graphite and brown.

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
INSERT PR AGENCY	SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
Email: {INSERT EMAIL ADDRESS}	Email: {INSERT EMAIL ADDRESS}

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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