



For Immediate Release

American Tourister MV+ Revolutionises Space

Maximising volume in an unconventional size



SINGAPORE, April, 2012 – Are you all too familiar with the woes of over packing? The bursting zippers, the cumbersome chore to sit on your over-stuffed luggage just so to zip it up as well as excess baggage fees are enough to make you snap in frustration. Frequent globetrotters now have a reason to rejoice as American Tourister has the solution to the challenges of over packing with its invention of the modernistic **MV+**, a **Maximum Volume Plus** range.

Revolutionising space in an unconventional size, the unique **MV+** collection is ingeniously crafted to ‘**Maximise Volume**’ with an increased luggage volume capacity of up to 30 percent as compared to conventional luggage. The **MV+** collection is certain to astound travellers with its amazing capacity to contain inordinate amount of content in its unconventional size. With the virtually limitless luggage space, packing for a trip with **MV+** is now effortless and fuss-free, eliminating common travellers’ nightmares of over packing which results in bursting seams.

A cut above the norm, American Tourister **MV+**’s innovative idea features a vertical opening of the luggage for its cabin size range, allowing smooth access to belongings while on the move. The **MV+** luggage also comes with a fully equipped interior that constitutes packing straps, mesh pocket and a detachable pouch for a peculiar touch to convenient the fast-pace society. Together with two additional pockets with organiser in the front panel, the **MV+** is definitely a personal favourite for the organised traveller.





Built on ultra lightweight technology and fully equipped with a fixed TSA combination lock, four-wheel recessed spinner and push-button trolley, the **MV+** undoubtedly provide great convenience with seamless usability. The **MV+** collection is available in three trendy sizes and colours - Orange, Blue and Black.

Embodying American Tourister's unique combination of style, functionality and durability, **MV+** is certainly the answer to globetrotters seeking to unravel the woes of over packing. Never has a luggage fulfilled so many needs, in such an inclusive manner; spaciousness, fun, lightweight, secured, and totally affordable!

The **American Tourister MV+** is available at the following stores and leading department stores:

- Suntec City Tower 1 #02-45

American Tourister's Time-Tested Durability

All American Tourister luggages undergo extremely stringent and rigorous quality tests on a continuous basis to ensure that they are in line with the tough guidelines set by the company.

These tests include:

- Drop Test - a fully loaded bag is dropped five times at the corners to check its strength
- Jerk Test - a loaded bag is given jerks 3,500 times in quick succession to ensure the durability of critical parts like handles;
- Lock Test - where the locks are opened and closed 15,000 times in quick succession to ascertain the safety aspects;
- Wheel Test - where a loaded bag is made to travel nearly 32 km to establish its sturdiness;
- Tumble test - where a loaded bag is tumbled in a big drum 50 times continuously to ensure that it withstands rough handling.