

For Immediate Release

Take on the World with American Tourister's Newest Vivolite Collection

A new era in luggage innovation – now in vibrant summer hues



Singapore, April 2014 – Showcasing American Tourister's continuous innovation and dedication to challenging luggage-making conventions, the newest **Vivolite** collection is poised to exceed expectations with its latest ultra-lightweight yet strong material infused in its sturdy outer shell.

The unique bright colours and glossy finish on the shells of Vivolite is a result of an innovative technology PressPro™ ingeniously crafted by American Tourister. The result: a hardy suitcase with lightweight polypropylene shells that absorbs shocks better than most hard shells in the market today. In addition, a protective film is laminated on top of the material giving a vibrant yet light reflective finish. With its strong, lightweight yet flexible shell, **Vivolite** protects your precious belongings while remaining fashionably chic.

Vivolite's ultra lightweight body promises maximum durability, crafted to withstand all vigorous handling when checked in at the airport. Fully equipped with a recessed Transportation Security Administration (TSA) combination lock and together with its four recessed spinner wheels for easy manoeuvrability, push-button trolley and soft-gripped handles, the **Vivolite** collection undoubtedly provides greater convenience with seamless usability.

Covetable by energetic and adventurous travellers, **Vivolite** is the perfect travelling companion for vivacious and fast-paced holidays. The lightest and strongest collection by far in American Tourister range of polypropylene hardside, **Vivolite** is undeniably cool and stands out from the crowd



TRUSTED ALL OVER THE WORLD

portraying a strong visual statement thanks to its striking design and flashy colours such as Lime Green, Hot Pink, Purple and Navy.

Still undecided which astounding colour to go for? Perhaps the interior lining of **Vivolite** might help boost your decision-making! Choose from either a bright Pink lining for the Purple and Hot Pink shells or Aqua Blue lining for the Lime Green and Navy shells. The uber cool **Vivolite** also features smart dividers, mesh pocket and packing straps to keep your travel essentials organized.

Available in three sizes to suit your travelling needs for any occasion; the **Vivolite** is set to make huge 'waves' in this highly competitive travel products industry when available in stores from May 2014!

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.
