

# Thule Dart

Everyday walks. Weekend trails.







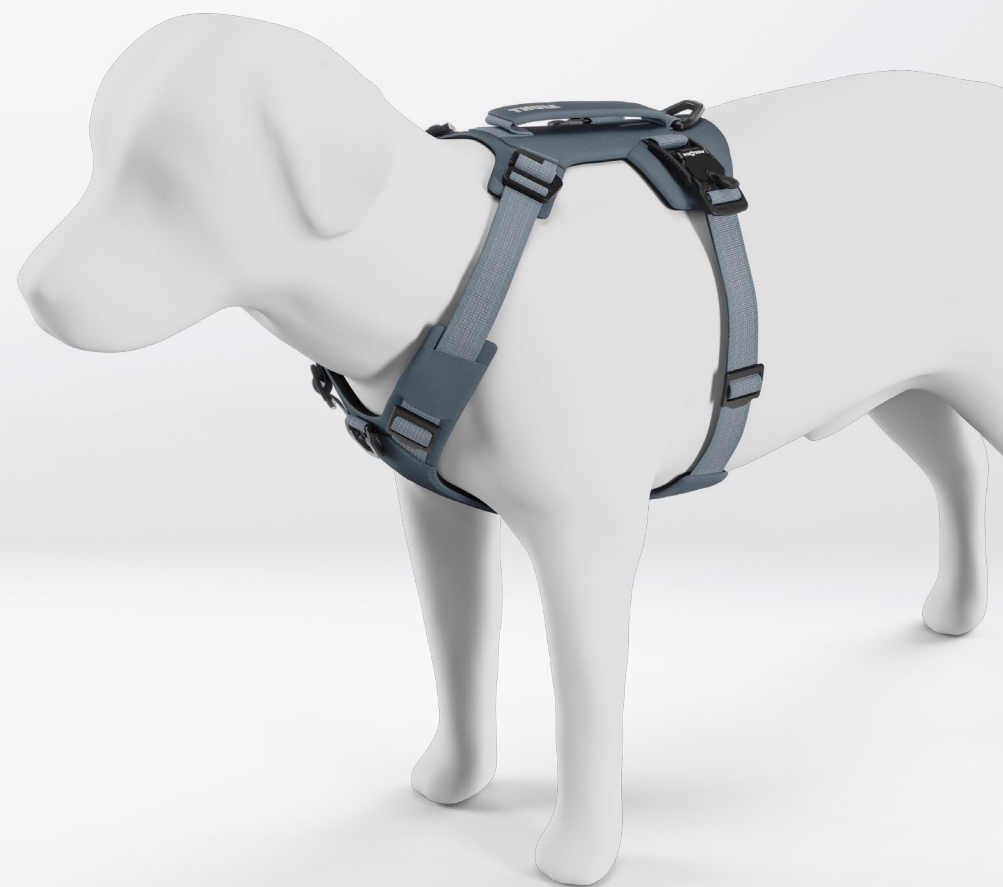
**THULE**<sup>®</sup>  
SWEDEN



# Expanding life in motion with your dog

Thule continues to expand the dog category into new areas of use. Following the success of solutions for car travel and bike rides, the collection now grows into by foot, introducing collars, harnesses and leashes designed for everyday walks with your dog.

Together, the three categories create a broader ecosystem of solutions built around safety, ease of use and movement. From crash tested car harnesses to smooth bike journeys and daily outings on foot, Thule dog products are designed to support an life in motion together.



# Thule Dart

## Everyday gear for active dogs

Thule Dart brings together dog harnesses, collars and leashes developed for daily use and active outdoor life. Thoughtful details, durable materials and a clean, functional design create products built for everyday movement together.



## Clean, ergonomic design

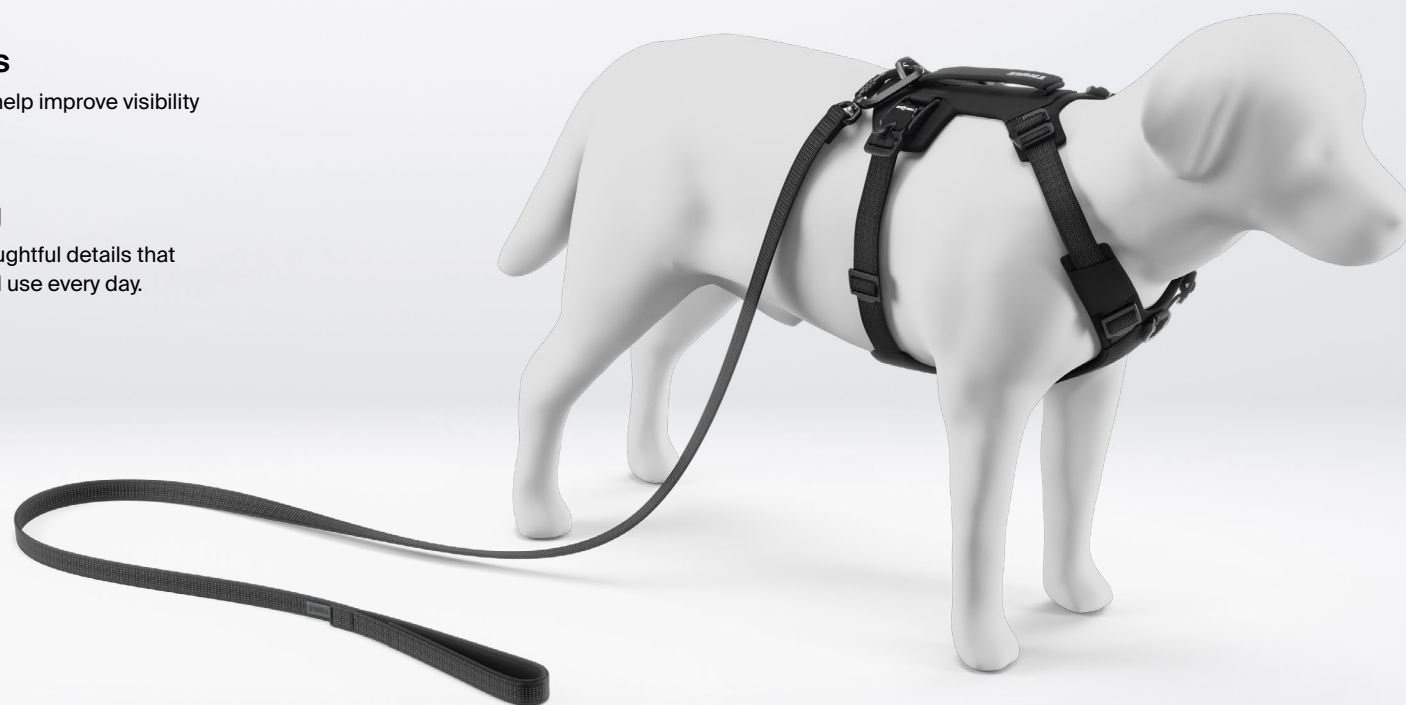
Durable materials and a clean, ergonomic design create products built for comfortable everyday use with your dog.

## Enhanced visibility for safer walks

Reflective details are integrated into the design to help improve visibility and support safer walks in low light conditions.

## Secure fit and effortless handling

Designed for a secure and comfortable fit, with thoughtful details that make products quick and easy to put on, adjust and use every day.







## Thule Dart harness

### Technical Specifications

#### THULE NUMBER

771200 / 771201 / 771202  
771203 / 771204 / 771205  
771206 / 771207 / 771208  
771209

#### MODELL NAME

Thule Dart harness XS  
Thule Dart harness S  
Thule Dart harness M  
Thule Dart harness L  
Thule Dart harness XL

#### PRODUCT MATERIALS

**Webbing:** Polyamide, polyester,  
solution dyed + reflective thread

**Shell fabric:** Polyamide, polyester,  
solution dyed + reflective thread

**Lining:** Polyester, PU foam,  
solution dyed inside - EVA

#### COLORWAYS

Black, Dark slate





# Thule Dart collar

## Technical Specifications

### THULE NUMBER

771210 / 771211 / 771212  
771213 / 771214 / 771215  
771216 / 771217 / 771218  
771219 / 771220 / 771221

### MODELL NAME

Thule Dart flat collar S  
Thule Dart flat collar M  
Thule Dart flat collar L  
  
Thule Dart martingale collar S  
Thule Dart martingale collar M  
Thule Dart martingale collar L

### PRODUCT MATERIALS

**Webbing:** Polyamide, polyester,  
solution dyed + reflective thread

**Shell fabric:** Polyamide, polyester,  
solution dyed + reflective thread

**Lining:** Polyester, PU foam,  
solution dyed inside - EVA

### COLORWAYS

Black, Dark slate



### Flat collar

Soft durable collar designed for  
all day comfort with a magnetic  
Fidlock® buckle for quick secure  
and effortless on and off



Reflective webbing and logo  
improve visibility in low light  
for safer walks

Adjustable design for a  
precise comfortable fit

### Martingale collar

Martingale opening provides a gentle  
secure fit that tightens slightly if your  
dog pulls helping prevent slipping  
without choking



Soft padded sleeve cushions the  
neck to reduce pressure chafing  
and irritation while giving the collar  
a premium feel

Upright D ring makes leash attach-  
ment fast easy and tangle free for  
smoother walks



## Thule Dart Leash

### Technical Specifications

#### THULE NUMBER

771222 / 771223

771224 / 771225

#### MODELL NAME

Thule Dart leash S

Thule Dart leash M

#### PRODUCT MATERIALS

**Webbing:** Polyamide, polyester, solution dyed + reflective thread

**Shell fabric:** Polyamide, polyester, solution dyed + reflective thread

**Lining:** Polyester, PU foam, solution dyed inside - EVA

#### COLORWAYS

Black, Dark slate



Soft padded handle provides extra comfort and control reducing strain on your hand during longer walks

Solution dyed fabric and webbing offer long lasting colour with reduced water and resource use during production

Reflective webbing improves visibility in low light for safer walks

Strong, easy to use carabiner hook for quick secure leash attachment







## Thule Dart harness

### Product Info



XS



S



M



L



XL

#### PRODUCT DIMENSIONS (LxW)

21 x 15,1 cm  
8,3 x 5,9 in

25,5 x 16,8 cm  
10.3 x 6.6 in

31 x 20 cm  
12.2 x 7.8 in

33,5 x 26,2 cm  
13,1 x 10,3 in

36 x 27 cm  
14,1 x 10,6 in

#### PRODUCT WEIGHT

0,12 kg / 0,26 lbs

0,14 kg / 0,3 lbs

0,23 kg / 0,50 lbs

0,28 kg / 0,61 lbs

0,33 kg / 0,72 lbs



## Thule Dart collar

### Product Info

**S****M****L**

#### Martingale collar

#### PRODUCT DIMENSIONS (LxW)

12,5 x 1,5 cm  
4,9 x 0,6 in15 x 2 cm  
5,9 x 0,8 in15 x 2 cm  
5,9 x 0,8 in

#### PRODUCT WEIGHT

0,04kg / 0,08 lbs

0,05 kg / 0,11 lbs

0,11 kg / 0,24 lbs

**S****M****L**

#### Flat collar

#### PRODUCT DIMENSIONS (LxW)

12,5 x 1,5 cm  
4,9 x 0,6 in15 x 2 cm  
5,9 x 0,8 in19,5 x 12,5 cm  
7,6 x 4,9 in

#### PRODUCT WEIGHT

0,04 kg / 0,08 lbs

0,09 kg / 0,19 lbs

0,12 kg / 0,26 lbs



# Thule Dart leash

## Product Info



SHORT



LONG

PRODUCT  
DIMENSIONS  
(LxW)

25x23,5 cm  
9,8x9,3 in

32x26,5 cm  
12,6x10,4 in

PRODUCT  
WEIGHT

0,3 kg / 0,7 lbs

0,4 kg / 1 lbs





## Dog products for every journey

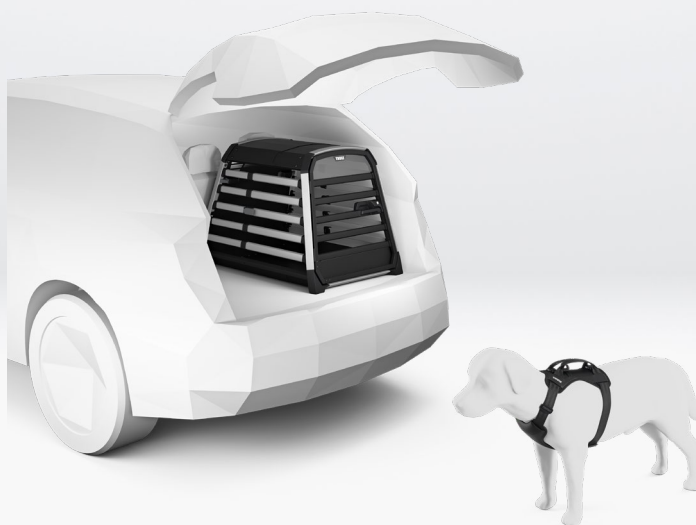
Thule dog products are designed to support an active life with your dog across three areas of use: by car, by bike and by foot. From safe car travel and bike rides to everyday movement together, the collection combines comfort, safety and functional design across different activities and environments.

Built for everyday outings, longer adventures and everything in between, the range is designed to support movement, comfort and safety wherever the day takes you.



### By foot

Thule Dart



### By car

Thule Allax  
Thule Cappy



### By bike

Thule Bexey

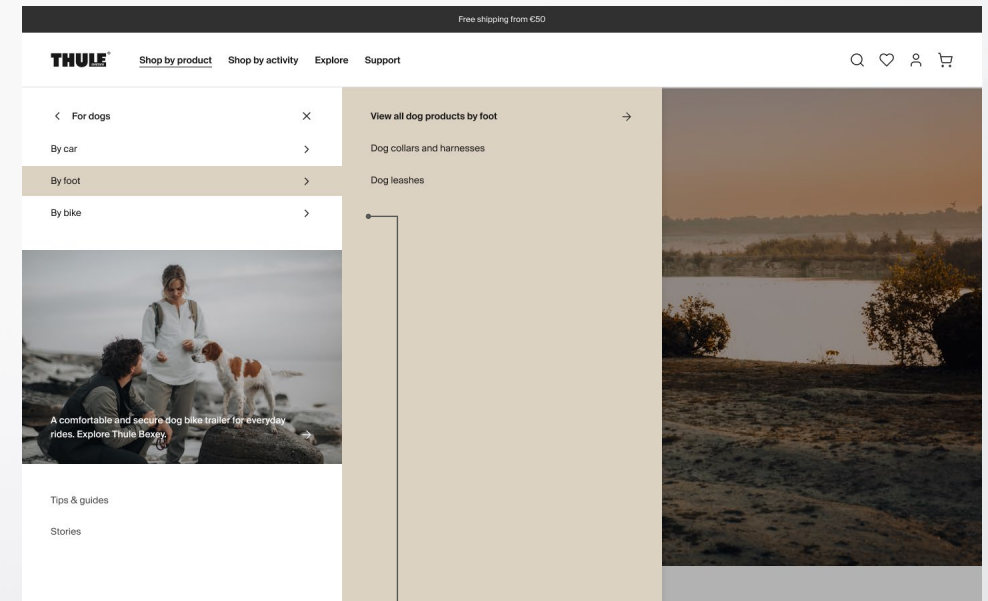
**This is how we  
will help you  
drive sales**



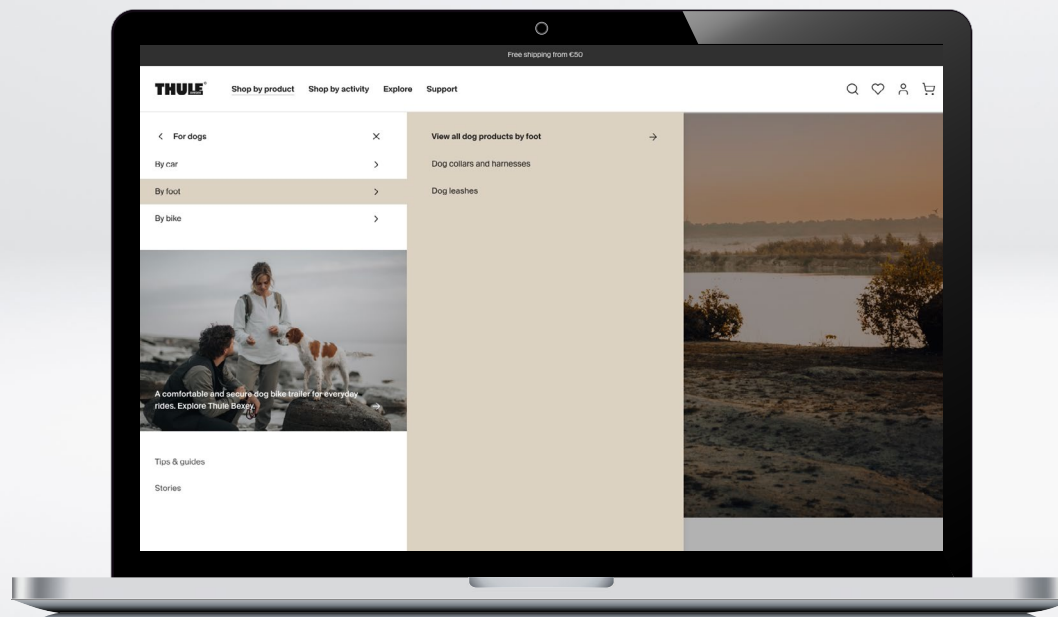
## thule.com - New category structure

To create a clearer shopping experience, the Thule dog category is organized around three areas of use: by car, by bike and by foot. This shifts the focus from individual products to the activities and everyday situations they are designed for.

By structuring the category around real usage scenarios, customers can more easily explore solutions for car travel, bike rides and everyday walks with their dog.



### New menu!

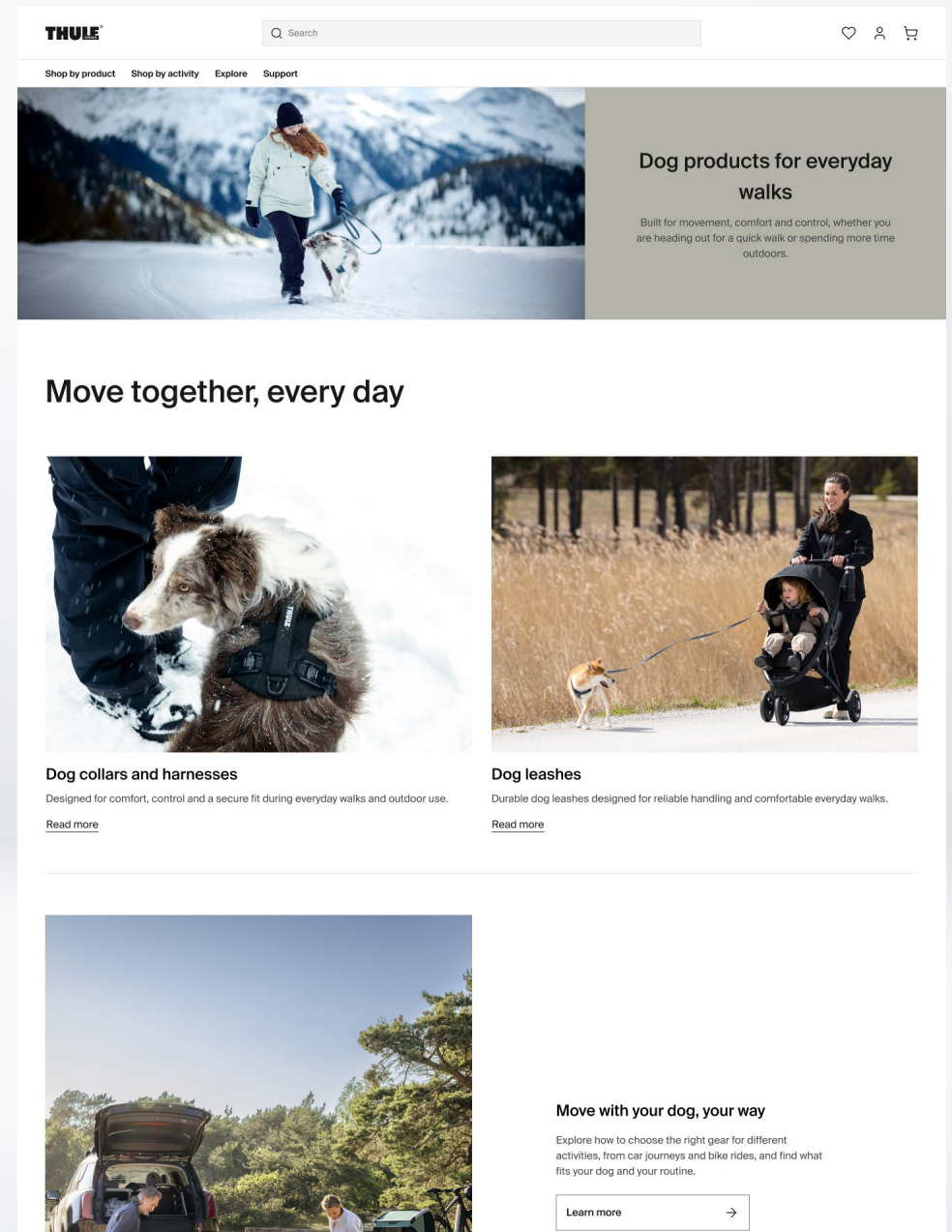
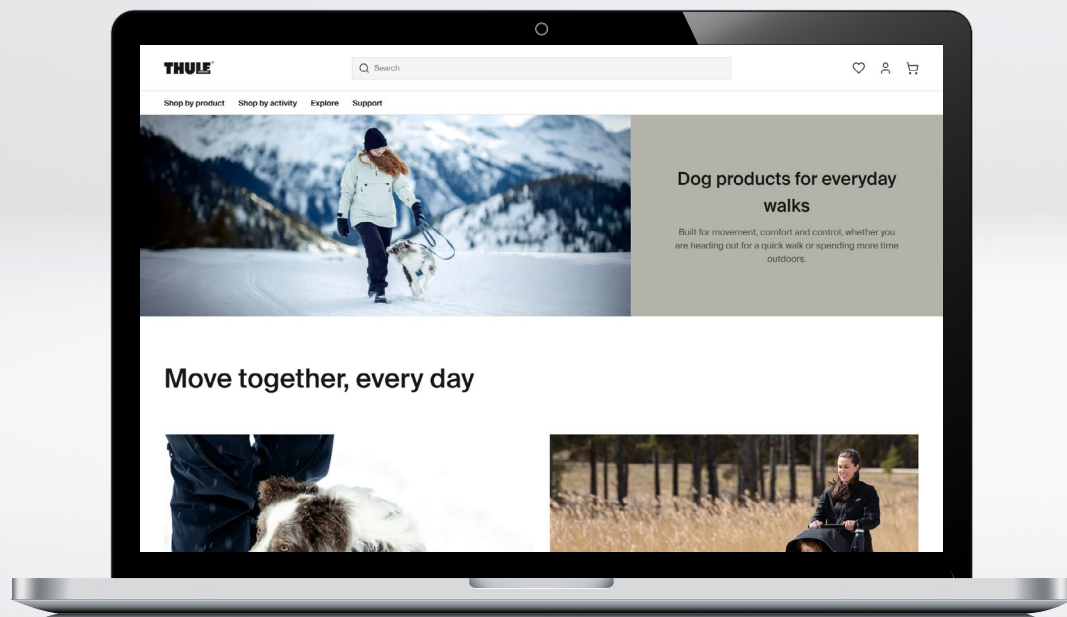




## thule.com – New intermediary pages

Each area of use is supported by a dedicated intermediary page that brings together related products, inspiration and guidance within the category. Organized by by car, by bike and by foot, these pages help customers explore complete solutions based on how they move with their dog.

By combining product categories with inspirational content and educational material, the pages create a clearer path from discovery to purchase.

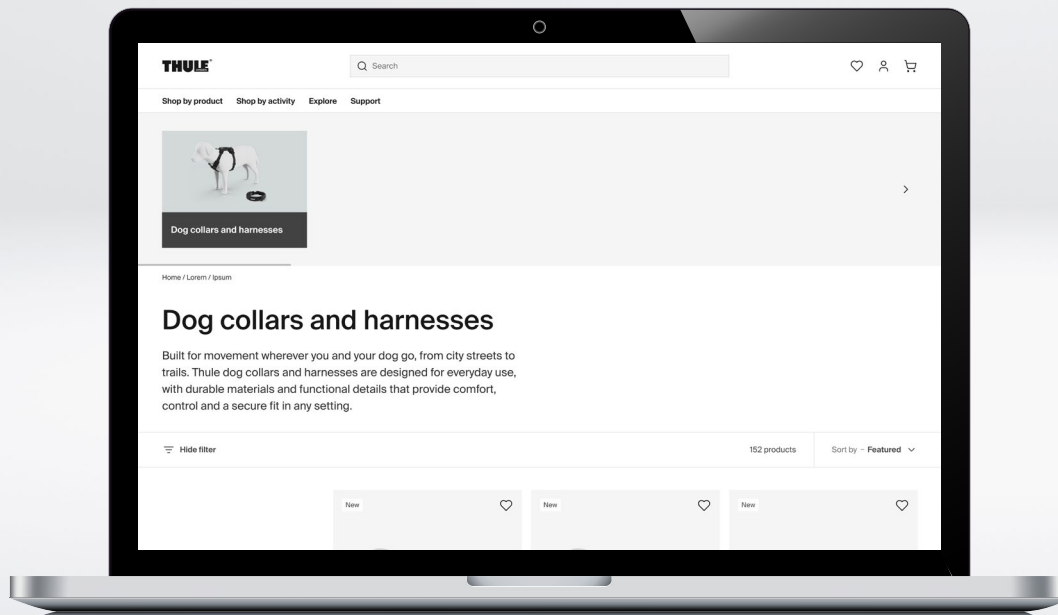




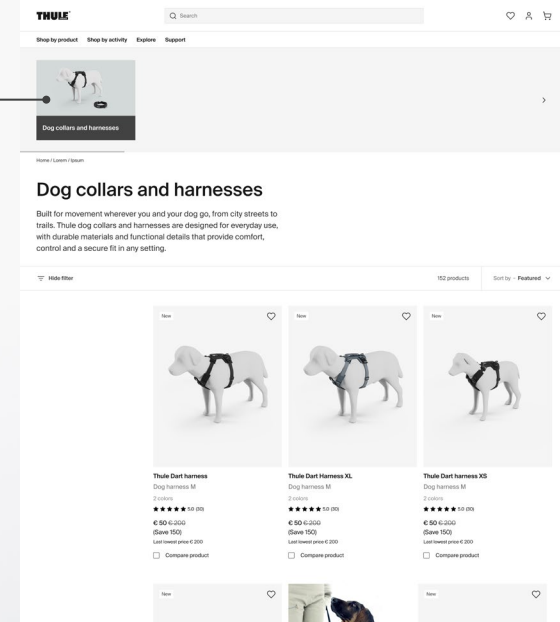


## thule.com – PLP

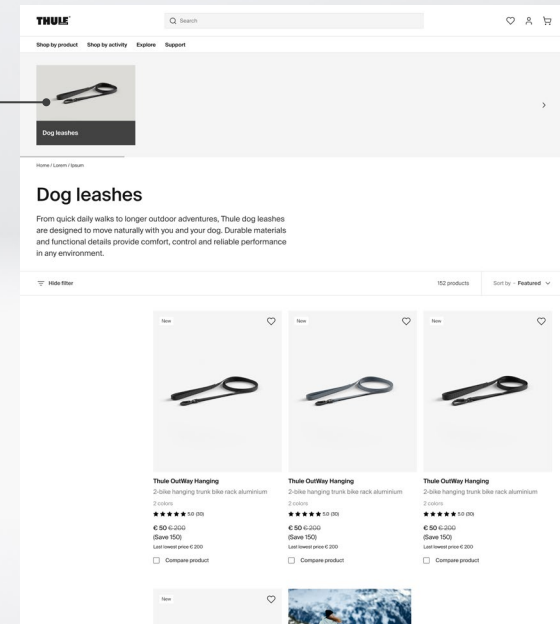
Each product category is supported by a dedicated Product Listing Page (PLP), following the same structure already used across thule.com today. These pages bring together products, category information and inspirational content in one place, helping customers compare solutions and explore the range more easily.



### Dog collars and harness



### Dog leashes

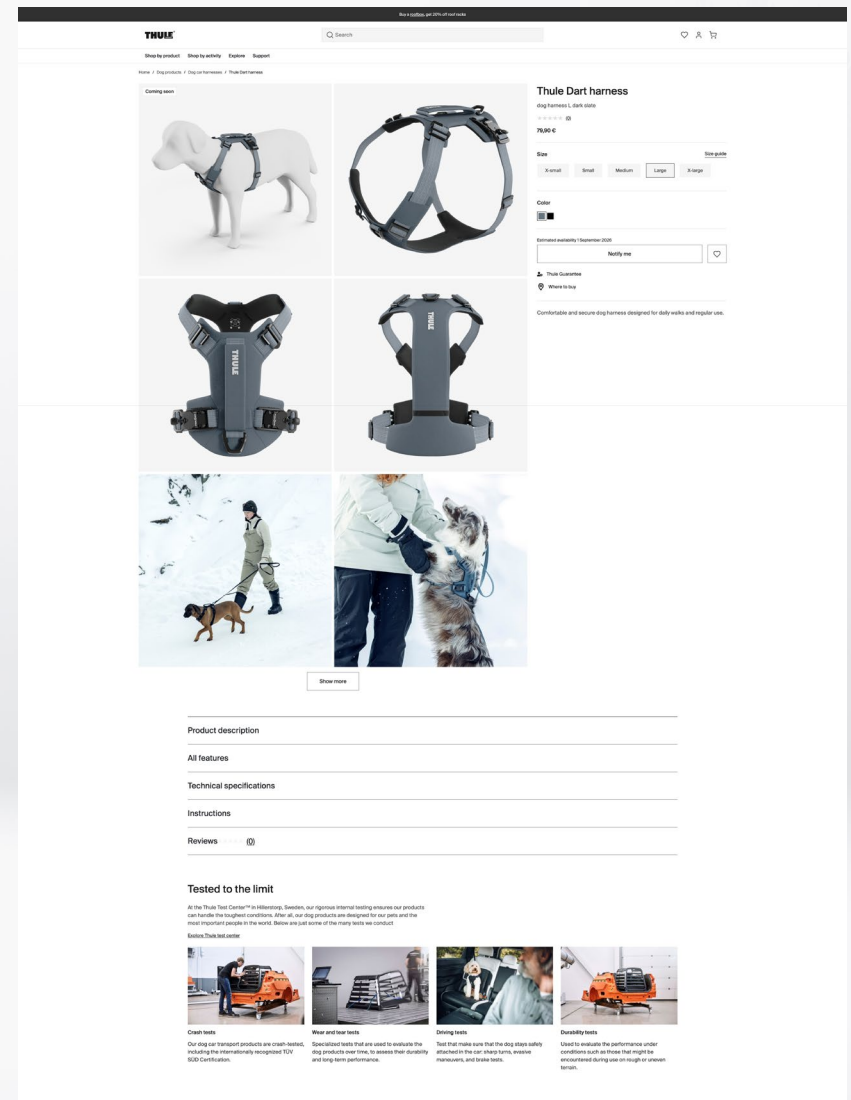
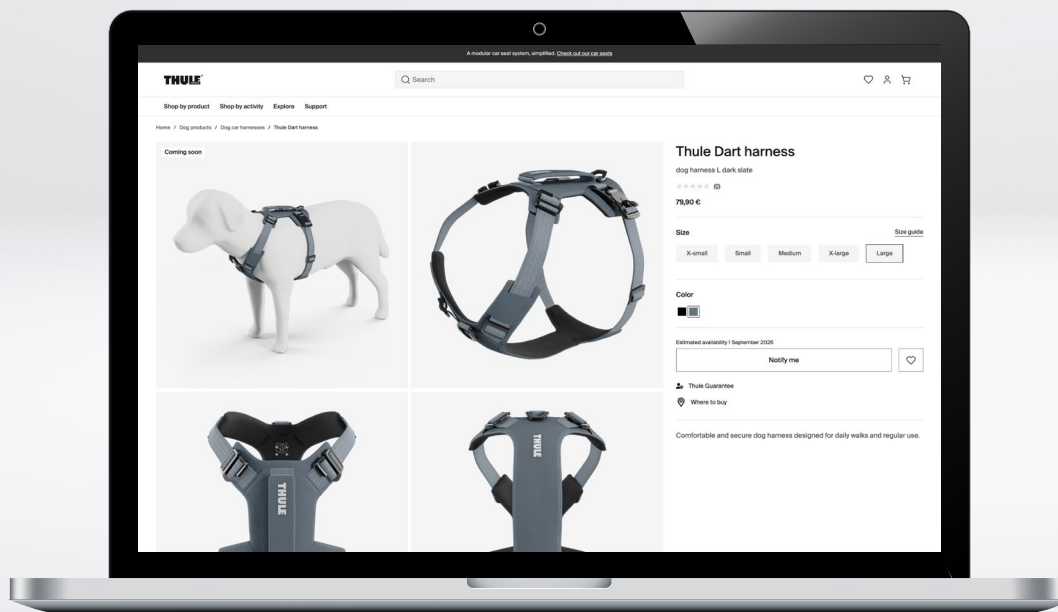




## thule.com – PDP

The Product Detail Pages (PDPs) follow the same structure and user experience as other products on thule.com. To clearly showcase products in use, the dog category introduces dedicated concept dogs, like the concept car and bike environments used across the site.

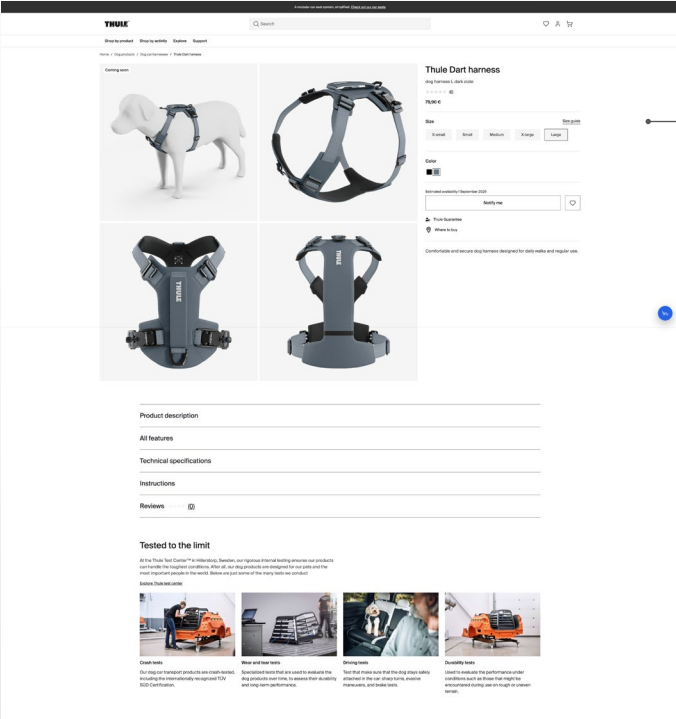
Lifestyle imagery will feature both smaller and larger dogs to help illustrate fit, scale and different size options.





# thule.com – Size Guide

To make it easier for consumers, we have added a size guide that can be accessed with a click near the size selection component.



## Size guide

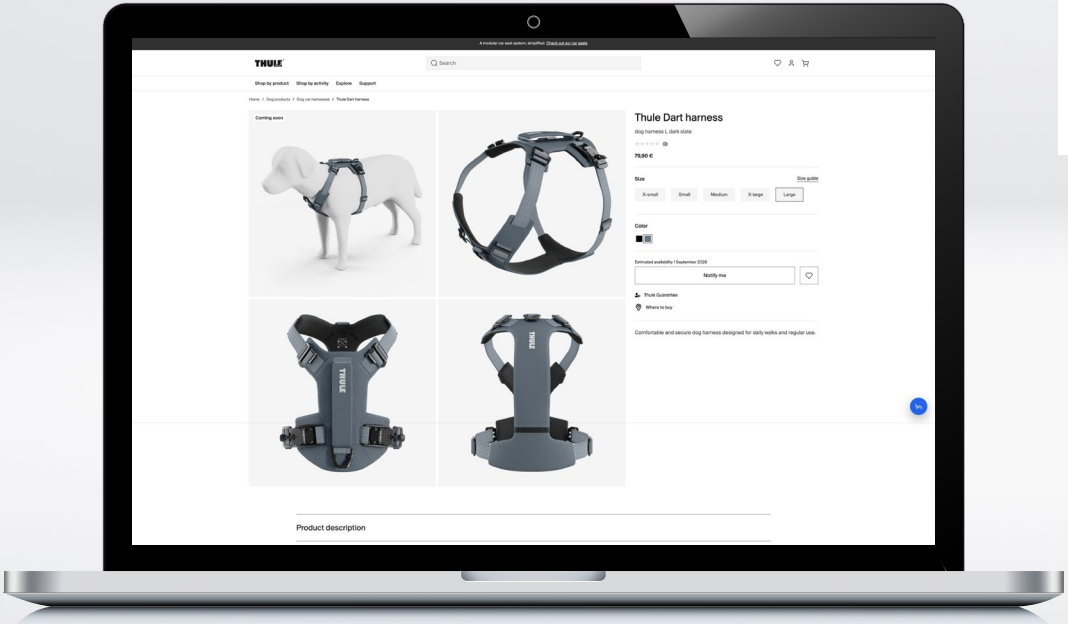
**How to choose the right size dog harness**  
Choosing the right size dog harness is critical for your dog's comfort, safety, and well-being during travel. The harness should fit snugly while still allowing your dog to sit and lay down naturally. When correctly fitted, you should be able to fit two fingers between the harness and your dog. A harness that is too loose can cause your dog to slide or be tossed around during travel, increasing the risk of injury.

**Measure your dog**  
You need to measure your dog to make sure that the harness you buy will be the right size. Wrap a tape measure around the base of the neck and the widest part of the chest, just behind the front legs.



| Size   | Neck (cm) | Chest (cm)  | Max weight (kg) |
|--------|-----------|-------------|-----------------|
| Small  | 34 - 42   | 42.5 - 63.5 | 11              |
| Medium | 40 - 52   | 55.5 - 77   | 22.5            |
| Large  | 46.5 - 58 | 61.5 - 88.5 | 34              |

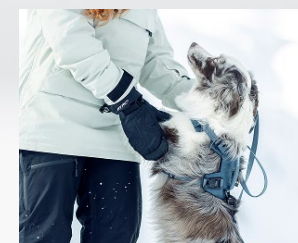
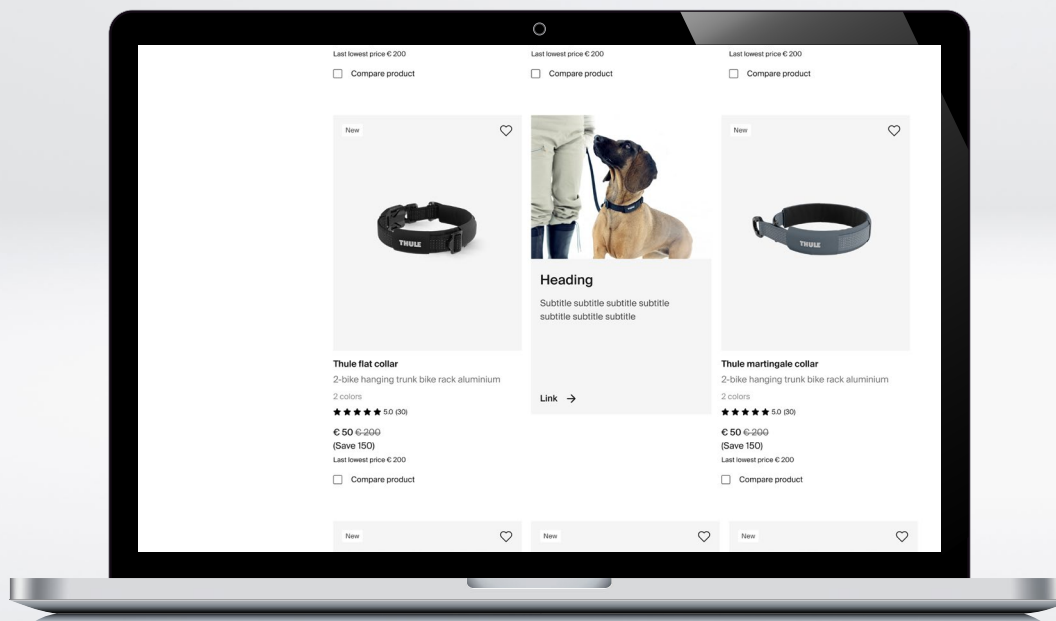
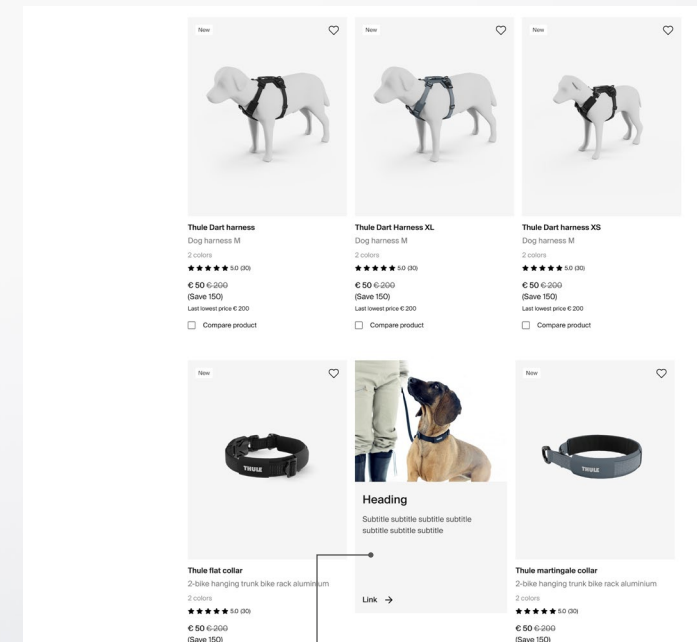
## Size Guide





## thule.com – Content blocks

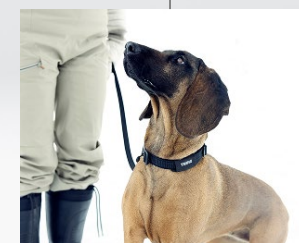
To help consumers navigate and understand the benefits of a dog harness or dog crate, we have created informative guides. These guides will be displayed in the product listing as Content Blocks.



### Dog collars and harnesses

Built for time outdoors, with durable materials and reliable control.

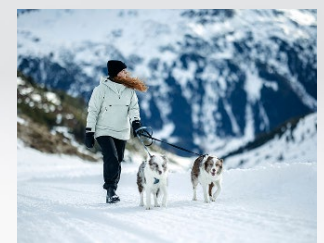
[Learn more →](#)



### Dog leashes and collars

Leashes and collars built for everyday use, with durable materials and reliable control.

[Learn more →](#)



### Dog leashes

Designed for everyday walks and outdoor use, with durable materials and reliable control.

[Learn more →](#)





## Social media Strategy

2 weeks from launch, we will provide social content to support rollout.

Our content should reflect real life with your dog—focused on ease, comfort, control, and trust.

This product sits within a broader vision: “Active with your dog. Wherever the day takes you.”

### What to Post (and Why It Works)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>INSPIRE</b><br><i>"I want that life"</i><br><br>Purpose: Create emotional pull and aspiration<br><br><i>"That looks like my everyday – but better, smoother."</i> <ul style="list-style-type: none"><li>• Dog waits by the door → harness on in one smooth motion → out the door</li><li>• Park walk: dog moving confidently → relaxed owner</li><li>• Trail moment: dog exploring</li><li>• “Chaos → calm”: dog previously pulling vs now walking in sync</li></ul><br>Why it works: Shows the lifestyle outcome: movement, ease, shared moments—not product features. | <b>ENABLE</b><br><i>"I could actually do this"</i><br><br>Purpose: Remove friction and build confidence to act<br><br><i>"This looks simple. I won't get it wrong."</i> <ul style="list-style-type: none"><li>• 5–10 sec demo: magnetic Fidlock® buckle → click → ready to go</li><li>• POV: putting harness on with S-hook neck opening (fast + intuitive)</li><li>• Adjust fit in seconds → show comfort and flexibility</li><li>• Clip leash using upright D-ring → no tangling</li></ul><br>Why it works: Demonstrates effortless everyday use—key trust builder for daily routines. | <b>PROVE</b><br><i>"I trust this"</i><br><br>Purpose: Build trust through visible proof.<br><br><i>"This is secure. My dog is safe and comfortable."</i> <ul style="list-style-type: none"><li>• Close-up: secure fit (no slipping, natural movement)</li><li>• Show martingale collar gently tightening when dog pulls</li><li>• Reflective details visible in low light (night walk)</li><li>• Demonstrate durability (rain, dirt, everyday wear)</li></ul><br>Why it works: Trust is earned through visible function, not claims. | <b>BELONG</b><br><i>"People like me use this"</i><br><br>Purpose: Create social proof and emotional connection.<br><br><i>"This is what dog owners like me choose."</i> <ul style="list-style-type: none"><li>• Real dog owner testimonial: “This made our walks easier”</li><li>• UGC: daily walks, park routines, quick leash-ups</li><li>• Comment-style post: “Dog owners who get it, get this.”</li><li>• Side-by-side clips of different dog types using the product</li></ul><br>Why it works: Relatability builds confidence through community. | <b>CULTURE</b><br><i>"This fits my life"</i><br><br>Purpose: Position the product in modern, active lifestyles<br><br><i>"This is just part of how I live with my dog."</i> <ul style="list-style-type: none"><li>• “Things that make daily dog walks 10x easier”</li><li>• POV: struggling with old harness vs smooth Thule Dart experience</li><li>• Quick hack: faster out-the-door routine</li><li>• From car → city → trail” in one sequence</li></ul><br>Why it works: Anchors Thule Dart in real, modern routines—not niche use. |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### What Good Looks Like

Real dog owner, real dog, real environment

Dog moving naturally (no staged or artificial control)



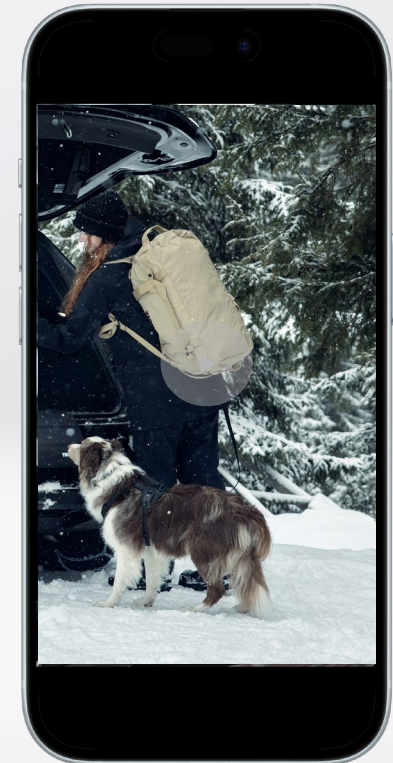
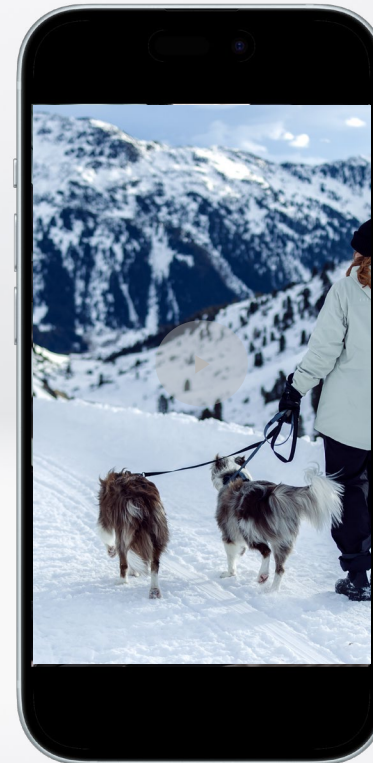
## Social Media content

### Organic to push content:

- Posts on the main feed will go live on September 1. After these scheduled posts have gone live, Thule Dart 2 will join the normal always-on dog activation.
- Ambassadors will receive samples to create UGC content for the sub-feed.

### Organic social media:

- 1 article post (product focus)
- 2 life style video from shoot
- 1 feature focus video
- 5 user generated content from ambassador





## Ambassadors

### Ambassador selection

Dog owners

### Focus markets

DACH, US and UK

### Two types of ambassadors

Dog coaches

Content creators

### Goal

Create content and introduce the new subcategory by foot

### Social media copy

Bring your dog. Walk your dog.

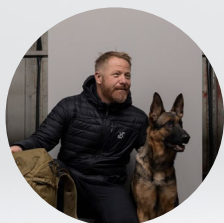
### Samples

200 Thule Dart harness (XS-XL)

200 Thule Dart collar (S-L)

200 Thule Dart Leash

### Examples of ambassador



Fredrik Steen  
[@hundcoachen](#)



Emil Stegfeldt  
[@emilstegfeldt](#)



Conny Sporrer  
[@connysporrer\\_hundetraining](#)



Casey Brown  
[@casey\\_\\_brown\\_\\_](#)

### DACH:

- Conny Sporrer
- Flo Plöger
- Fenja Pund

### France:

- Olietmonday
- Antony Le Moigne

### Nordic:

- Fredrik Steen
- Anja persson and Filippa Rådin
- Emil Stegfeldt

### NA:

- Casey Brown
- Cait Bourgault
- Briana Boman



## PR – Strategy

### Phase 1

June

- Global press release send-out and pitching to long lead/print media: dog, lifestyle, family, outdoor, design, gear, fashion and general media.

### Phase 2

July

- Start of offering and ensuring product test in selected media with the aim of getting relevant visibility throughout the season.

### Phase 3

August/September

- Global press release send-out and pitching to short lead/online media: dog, lifestyle, family outdoor, design, gear, fashion and general media.

### PR events

Thule Dart being an important part of selected Thule brand press event.

### Press assets

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

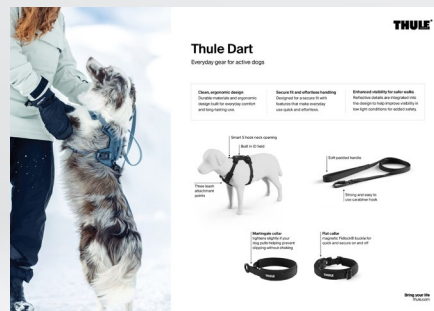


**THULE**<sup>®</sup>  
SWEDEN

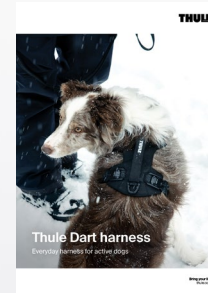
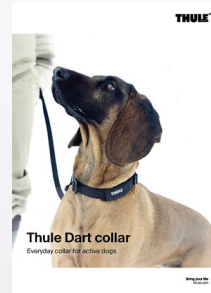
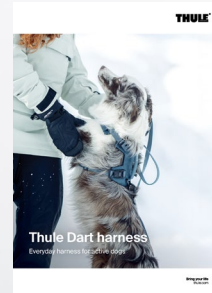




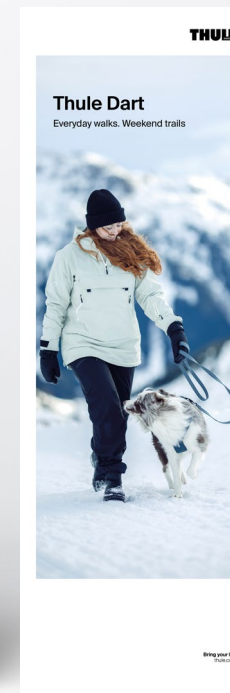
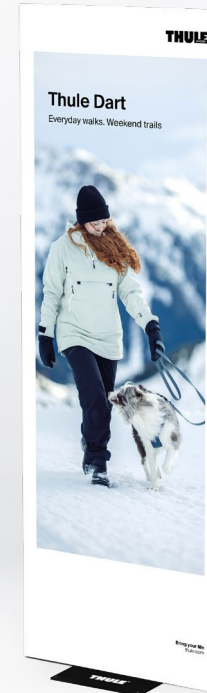
A3 info sign



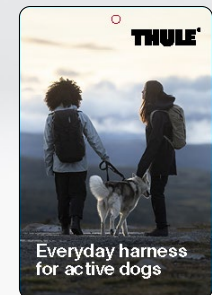
Silent seller



Standee



## Hangtag dog harness





## Retail

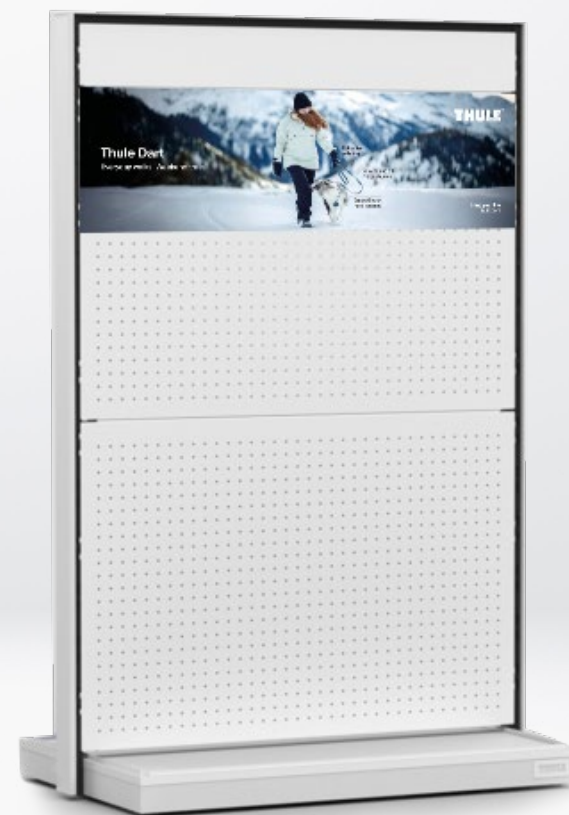


### Thule Dart Magnetic sign

DE - 9000097419

EN - 9000097420

FR- 9000097421





## Dispalys

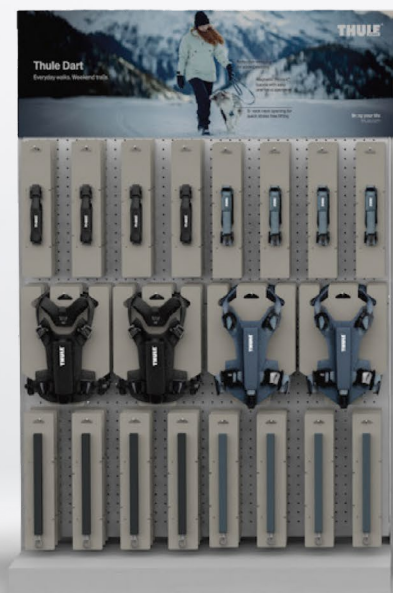
Hook for gridwalls - 9000094120



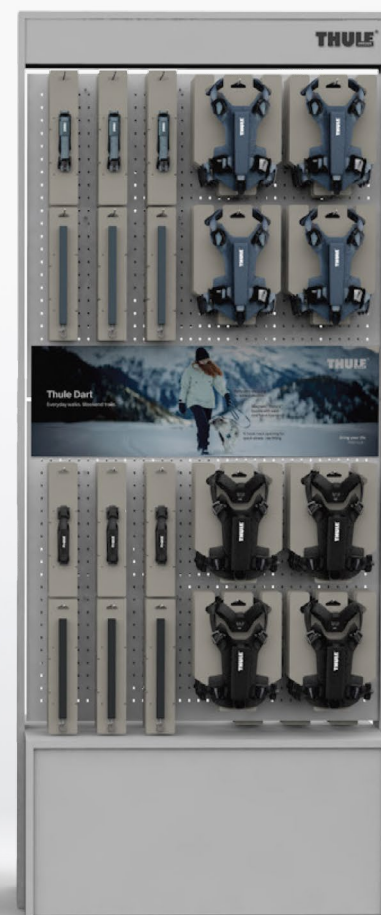
Open Corpus - 9000093002

Gridwall for open corpus - 9000096982

Thule info sign for desk A5 - 9000097213



Freestanding Acc display  
- 9000097412



Drawer for gondola - 9000096987

Upright upper for gondola - 9000097212

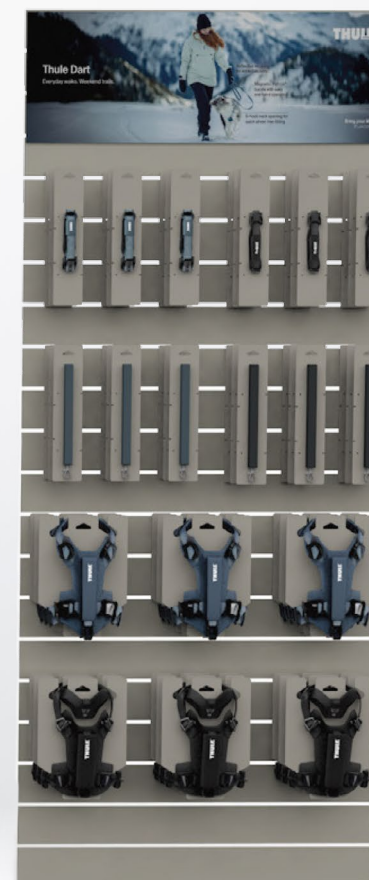
Upright lower for gondola - 9000097211

Top for gondola - 9000092145

Signboard 950 mm - 9000094117

Sticker for gondola Thule logo - 9000097271

Gridwall for gondola - 9000094117



Slatwall and hooks  
available at the retailer.  
Not available to order





## Sales tool - thule.net - Collateral page



### Thule Dart

Thule Dart brings together dog harnesses, collars and leashes developed for daily use and active outdoor life. Thoughtful details, durable materials and a clean, functional design create products built for everyday movement together.



#### Clean, ergonomic design

Durable materials and a clean, ergonomic design create products built for comfortable everyday use with your dog.

#### Enhanced visibility for safer walks

Reflective details are integrated into the design to help improve visibility and support safer walks in low light conditions.

#### Secure fit and effortless handling

Designed for a secure and comfortable fit, with thoughtful details that make products quick and easy to put on, adjust and use every day.





## Downloads



### Media assets

Lifestyle photos, product photos, and more.

