



EVERY CASE TELLS A STORY.

RIMOWA NORTH AMERICA INC.  
900 MAPLE GROVE ROAD  
CAMBRIDGE, ON, N3H 4R7  
CANADA

PHONE (519) 653-1445 • FAX (519) 653-4660  
WWW.RIMOWA.COM • INFO-NA@RIMOWA.COM

## **RIMOWA Debuts North American Made Luxury Lines at 2009 Travel Goods Show**

RIMOWA, the renowned German luxury luggage-maker, will showcase its new North American made products in the 2009 Travel Goods Show, taking place in Las Vegas on March 3-5.

In order to service growing demand for its luxury luggage lines in the North American marketplace, RIMOWA opened a new manufacturing plant in Cambridge, Ontario, in November 2008. The move reversed a trend among other luggage manufacturers to take production off-shore to sites in China and the Far East, signaling RIMOWA's determination to place priority on quality and production excellence. "By locating our plant in North America we draw on a highly skilled labour pool and ensure that we are close to our consumers," said Dieter Morszeck, RIMOWA's CEO.

The new 40,000 sq ft facility will produce the company's lightweight polycarbonate lines and will also handle all executive, marketing, customer service and accounting for North American operations.

The "state of the art" factory, located in Canada's Technology Triangle, is currently producing the award winning Salsa and Salsa Deluxe collections. For the second year in a row both collections have won the prestigious German TUV (Technical Inspection Association) award for the "lightest & best" luggage.

"We are thrilled that the significantly increased interest in our products in North America has led to the establishment of our first production facility outside of Europe. With our base here we are confident in our ability to better serve our valuable customers and bring our award winning products to this vibrant marketplace in a responsive and timely way. This means that North American travelers can enjoy our products as Europe has for three generations," said Mr. Morszeck.

Heading up RIMOWA's new headquarters in Cambridge is Executive Vice President Carsten Kulcke who is responsible for all RIMOWA's activities throughout North

America. Mr. Kulcke comes to RIMOWA with vast experience in international branding and business development. As part of this new operation, long time retail veteran Rob Cochrane was also hired as National Sales Manager to lead the sales and marketing team for the United States.

The 2009 Travel Goods Show is North America's largest travel industry show that highlights the hottest trends in travel goods from luggage to electronics and special apparel.

### **About RIMOWA**

Founded in 1898 by Paul Morszeck in Cologne Germany, RIMOWA is the world's premier manufacturer of ultra-lightweight yet extremely durable luggage, attachés and other cases. Today Dieter Morszeck leads the company into its 3<sup>rd</sup> generation building the highest quality aluminium and polycarbonate luggage throughout the world. The original principals of its founder still hold true today: Superior materials and perfect craftsmanship have made RIMOWA what it is today – A brand for people who are at home en route.

RIMOWA – “Every Case Tells A Story”

For additional information please contact:

RIMOWA North America Inc.

900 Maple Grove Road

Cambridge, ON N2H 4R7

Canada

Tel: (519) 653 1445

Fax: (519) 653 4660

Website: [www.rimowa.com](http://www.rimowa.com)

Email: [info-na@rimowa.com](mailto:info-na@rimowa.com)