



Germany since 1898

RIMOWA WINS TRAVEL & LEISURE DESIGN AWARD

Salsa Deluxe Multiwheel case voted “best luggage” in 2010 Design Awards

February 24th, 2010 - Toronto, ON - RIMOWA, the renowned German luxury luggage-maker has been voted “best luggage” by Travel & Leisure Magazine for the new Salsa Deluxe Multiwheel case.

“We are thrilled and honored to have received this award. To be recognized as having the best luggage of the year is not something we take lightly. This gives us the confidence that our hard work and dedication is being recognized and appreciated” says Dieter Morszeck, CEO of RIMOWA. “This award means a lot to us, and to our customers.”

The annual Travel & Leisure Design Awards are voted by a jury of industry leaders who seek out to find the best of the best in travel for the year. The jury includes fashion designer Isaac Mizrahi, museum curator Valerie Steel, interior designer and author Michael Smith, museum founder Terence Conran, renowned architect Jean-Michel Gathy, NYC City official Amanda Burden, architect Rafael Viñoly and museum director Holly Hotchner.

RIMOWA earned the luggage award for the design, functionality and durability of their Salsa Deluxe line, a follow-up to the successful Salsa Series. The Salsa Deluxe series is a cutting edge collection of luggage that taps into all of the needs of today’s travelers. The intelligent line is the result of RIMOWA’s commitment to producing the best luggage in the world.

The collection is extremely durable with the 100% polycarbonate shell and features sophisticated and stylish new colors that complement any style. The tonal edging and accessories are both functional and fashionable.

The Salsa Deluxe lightweight cases help prevent the problem of overweight baggage. Each case is lightweight, with the largest case weighing in at only 12.1 lbs. With a well-

crafted interior, even the most novice packer will be able to pack with ease thanks to the removable and adjustable flex divider system. Even with the case half full, travelers can ensure their belongings will stay in place for the length of their trip.

The new “add a bag” system makes attaching a smaller case uncomplicated so the traveler can transport several cases with ease. The RIMOWA Multiwheel® system allows for effortless transport through the airport as the case can be rolled or spun any way, on two or four wheels. Finally, travelers can rest assured knowing that their belongings will remain secure thanks to the TSA Locks® integrated onto each bag.

The design award can be seen in the March 2010 issue of Travel & Leisure Magazine, available now by visiting www.travelandleisure.com.

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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 3rd generation building the highest quality aluminum 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.

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