

TUMI

THE MARKET

Tumi is the leading international brand of prestige business, lifestyle, and travel accessories. It is renowned among consumers for offering best-in-class products and within the travel goods market — an \$18.5 billion industry — as the long-standing design innovator. Tumi is a privately held company with headquarters in South Plainfield, New Jersey, and offices, showrooms, and stores around the world.

ACHIEVEMENTS

Since its founding in 1975 Tumi has become the brand of choice for the world's most discerning professionals; influential thought leaders; politicians, sports, and entertainment celebrities; and demanding travelers. The brand is sold in over 1,500 points of distribution, including 150 Tumi stores and the world's top department and specialty stores in over 65 countries.

Tumi has received over 125 patents for product design and component parts, and has won numerous awards from leading consumer and lifestyle publications, as well as business travel organizations. By combining proprietary designs and innovations with best-in-class materials, Tumi has consistently created the ultimate in style and performance products.

HISTORY

Tumi takes its name from a Peruvian icon known to the company's founder who was a Peace Corps volunteer in South America. During the 1980s, the company's introduction of soft, ultra-functional, black-on-black ballistic nylon (a military-spec fabric that Tumi introduced to the luggage industry) travel bags and unstructured



business cases established Tumi as a true innovator. Tumi realized significant growth throughout the 1990s as product innovations continued in the wheeled luggage and business case categories, reinforcing Tumi's leadership position as the gold standard for traveling professionals. Over the last 10 years, with each introduction and brand extension — from wallets and outerwear to electronics and eyewear — Tumi strengthened its leadership position and has continued to attract dedicated consumers from around the world to its unique blend of modern design and unparalleled performance.

With the introduction of Tumi's revolutionary carry-on garment bag in 1983, the brand set a standard for design and innovation that has never been equaled. Tumi is known for the many firsts it brought to market. The company pioneered a from-your-closet-to-your-bag-and-back philosophy of packing that allowed consumers to use their own hangers; easy-access, wide-opening "U-zip pockets" that became the most iconic design element associated with Tumi; zipper-operated bag expandability; and mix-and-match leather and ballistic nylon designs that have become synonymous with the brand. Features like these offered a completely new look for luggage and business cases, and provided new, superior functionality.

The Tumi brand represents over 35 years of innovative design, superior craftsmanship,

and world-class service. During this time, Tumi has created a legacy of excellence and success that is unmatched in the market today, and which every aspect of the brand reflects.

THE PRODUCT

Superior product quality is achieved through distinct designs, technological innovations, best-in-class materials, and meticulous manufacturing processes. Simply put, no other product is made like Tumi. It's The Tumi Difference — the way in which Tumi approaches every aspect of the design and manufacturing process. The brand regards each component — from the smallest, case-hardened solid-steel machine screw to its exclusive, virtually abrasion-proof FXT™ ballistic nylon fabric — as if it were the most important. As a result, Tumi products are made from the finest custom-designed and engineered parts that are continuously tested during, before, and after the manufacturing process.

Tumi's core collections, Alpha, Alpha Bravo, Vapor, and Voyageur, are modern classics — the epitome of Tumi's iconic aesthetics, advanced technology, and unparalleled functionality. Alpha, Tumi's signature collection, is made from its trademark, ultra-durable FXT ballistic nylon or soft, supple napa leather, and offers a broad range of travel and business styles that incorporate all of the breakthrough innovations that Tumi has developed over the past 35-plus years. The newer Alpha Bravo collection uses more casual, relaxed styling and versatile functionality that is appealing to a new generation of Tumi



consumers. The award-winning Vapor collection brings together bold and modern design elements with lightweight, hardside ABS/polycarbonate case protection. Available in two- and four-wheel designs, Vapor offers the ultimate in maneuverability for the contemporary traveler who wants distinctive yet practical luggage. Voyageur styles feature a lightweight, durable nylon fabric with Vachetta leather trim. Seasonal colors and details such as leather-covered locks, contrast stitching, and leather-embossed logo plaques make it a must-have collection for forward-thinking men and women. The Tumi T-Tech collection is the brand's diffusion line that caters to a younger, more casual travel and business customer.

Tumi's premium travel and business collections are the ultimate in terms of style and performance. Each design combines classic styling, old-world craftsmanship, and distinctive detailing to produce a unique statement of quality, status, and aesthetics. Each collection, including Bedford, Villa, and Arrivé, elevates Tumi's heritage of design excellence to a new standard, one that appeals to the world's most sophisticated and demanding consumers who choose only the best international brands to complement their unique lifestyles.

The brand's women's collections are designed for the modern, active woman with essential elements of organization and sophisticated style. Always accessible and modern, classic styles from Voyageur, Villa, and Georgetown are designed to enhance the different aspects of her life. Each style, whether for business, travel, or daytime, is developed for function and performance, and infused with a sense of femininity and style. Crafted from the finest materials and attention to detail, Tumi's business cases and totes for women provide the perfect balance of professionalism and elegance.

RECENT DEVELOPMENTS

In addition to Tumi's broad array of travel and business collections, the brand has established



itself in a multitude of lifestyle categories, including business and laptop cases and day bags, small leather goods, dress furnishings, travel accessories, electronics, and outerwear. The brand's newest developments include the stylish Traverso Eyewear collection made in Japan with state-of-the-art Zeiss lenses. Recent collaborations include working with NYC graffiti artist John "Crash" Matos to design a limited-edition Tumi Tag collection, creating two specialty cases for Lexus's new LFA performance car and the race-inspired Ducati



collection of luggage and gear. Tumi has also collaborated with award-winning industrial designer/architect Dror Benshetrit to create a new collection of bags that transform and expand into various sizes.

PROMOTION

Tumi has emerged as a premier global brand, catering to a highly appreciative, jet-setting customer base. Long known for product innovations and proprietary designs, Tumi has established a glamorous international image through its marketing campaigns, public relations, and direct communications. The brand communicates with customers through a rich mix of direct-to-consumer mail and email; local, national, and international advertising; Tumi store windows, billboards, banners, and light boxes; and of course, countless editorials and product features.

Tumi.com is a global communications platform that provides brand and product information. In addition, Tumi provides separate e-commerce sites that serve its customers in Japan, Germany, the United Kingdom, and the United States. Tumi's marketing continues to evolve with social media activities on Facebook and Twitter, providing Tumi an interactive platform for lovers of the brand to communicate with one another in a rich and purposeful way.

As a brand, Tumi likes to create fun and engaging events for its customers and fans around the

world. Tumi recently hosted high-profile parties in Tokyo, Hong Kong, New York, and Paris for the launch of the limited-edition Tumi Tag collection with graffiti artist John "Crash" Matos.

BRAND VALUES

As the leading international brand of business, lifestyle, and travel accessories, Tumi is committed to offering premium products created under its founding principles of excellence in design, functional superiority, technical innovation, unparalleled quality, and world-class customer service.

Tumi has its headquarters in New Jersey, and offices and showrooms in New York, Paris, London, Tokyo, Milan, and Hong Kong, as well as distribution and customer service centers in the United States, Germany, and Thailand. The company has always valued the challenges that an international business brings, and enjoyed the benefits that a diverse workforce and customer base provides. Tumi understands that success in the global marketplace requires consistently operating at the highest standards.

Tumi has a strong commitment to social awareness and giving back to the communities in which it operates. The brand encourages all local affiliates to support their communities, and on a corporate level Tumi has worked with organizations that make a difference in terms of health, welfare, and the environment.

Through the creation of special products and retail/corporate sponsorships, Tumi has been an active and longtime supporter of breast cancer research and St. Jude Children's Research Hospital.

THINGS YOU DIDN'T KNOW ABOUT TUMI

- Tumi won the 2011 *Travel & Leisure* Award for Best Luggage with its new Vapor collection.
- Tumi has long supported the arts through various sponsorships and collaborations with internationally renowned artists, including sculptor Anish Kapoor, painter John "Crash" Matos, and actor/activist/photographer Matthew Modine.
- Tumi was founded by two ex-Peace Corps volunteers with an initial investment of \$10,000.
- Tumi Tracer — an exclusive, complimentary product identification and recovery program that began in 1999 — has helped reunite thousands of Tumi customers with their lost or stolen items and their invaluable contents.