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## **CamelBak® Reimagines Spring 2021 Bike Collection With New Pro Series Bike Packs**

*PETALUMA, Calif. USA; December 2<sup>nd</sup>, 2020* – CamelBak®, the global leader in award-winning personal hydration products, introduces the new Pro series for spring 2021 as part of its continued expansion of the brand's award-winning bike pack collection. Packs in the lineup incorporate CamelBak's newest innovation—a new Air Support™ Pro Back Panel, along with thoughtful design details, that creates an all-in-one package that is breathable, dependable and sustainably crafted.

*“CamelBak bike packs are part of our brand DNA, and we knew we had to go big when we decided to recraft some of our classics to create the new Pro series,”* said CamelBak Director of Product Management for Soft Goods Mike Valvano. *“The new line offers key elements in a bike pack that our consumers have been asking for, whether it's greater breathability and ventilation, thoughtful organization features, supreme safety options, or simply a pack that is equally trail and e-bike ready. We're excited to introduce a product line that delivers essentials that the market has been looking for.”*

The two hallmark products of the Pro series are the new **M.U.L.E.® Pro 14** and the **H.A.W.G.® Pro 20**. Both packs offer the same great pack CamelBak fans know and trust but now with elevated and innovative features.

Each pack comes with an all-new **Air Support™ Pro Back Panel** with body mapping technology married with a breathable 3D vent mesh harness that keeps you cool on the trail. The Pro series packs also feature ample storage features to smartly organize and access gear on-the-go. A hip belt with cargo pockets, an integrated bike tool organizer roll, helmet carry straps, and an e-bike battery sleeve carry what you need when you want it.



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The **M.U.L.E.® Pro 14** will also come in a women's specific fit model with an S-curved shoulder harness that is contoured to fit a woman's body, in addition to women's specific body mapping technology for enhanced cooling.

While the **H.A.W.G.® Pro 20** merges max storage and durability with a slightly larger 20L capacity, the M.U.L.E.® Pro 14 offers lightweight performance and versatility on and off the trail with its e-bike ready features. Both models are crafted with a ripstop nylon so you don't have to worry about wear and tear on epic days in the backcountry.



The M.U.L.E.® Pro 14 and H.A.W.G.® Pro 20 will also focus on optimal safety so you can ride in confidence.



Both packs will be impact protection ready with the option to purchase the **CamelBak Impact Protector™** panel as an add-on accessory. The panel offers international CE1621-2 Level 2 protection which can withstand multiple impacts with a flexible, lightweight design.

The M.U.L.E.® Pro 14, H.A.W.G.® Pro 20 and Impact Protector™ panel will launch in mid-January 2021 on [camelbak.com](https://www.camelbak.com) and will also be available for sale at CamelBak retail partners.

For more information about CamelBak initiatives, please visit [www.camelbak.com](https://www.camelbak.com)

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## **About CamelBak Products**

Founded in 1989, CamelBak invented the hands-free hydration category and is the global leader in personal hydration gear. CamelBak is achieving its mission to continually reinvent and forever change the way people hydrate and perform by offering a mix of award-winning products that include everything from technical hydration packs to reusable bottles.

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## **CamelBak® Brings Lightweight Performance to Redesigned Bike Packs for Spring 2021**

*PETALUMA, Calif. USA; December 2<sup>nd</sup> 2020 – CamelBak®*, the global leader in award-winning personal hydration products, introduces a redesigned collection of its most popular bike packs for spring 2021 as part of its continued focus on delivering lightweight performance on the trail.

Packs in the new lineup include the new **Rogue™ Light**, **Classic™ Light**, and **Hydrobak™ Light**, all which boast significant weight savings compared to their predecessors. In addition to new, innovative design features, each pack has been sustainably crafted by incorporating recycled materials and earth-friendly components such as C0 DWR (durable water repellent), and Bluesign® certified textiles in the main body of each pack.

*“30 years ago, CamelBak was the industry disruptor when our founder crafted the first personal hydration bike pack for a race in the desert. Since then, being the innovative disruptor is woven into everything we do,”* said CamelBak Director of Product Management for Soft Goods Mike Valvano. *“When we redesigned our best sellers, we wanted to move the needle forward and disrupt the landscape of everyday bike packs again. The end product is the new Light series which merges lightweight performance, breathability, and sustainability woven into a sleek, modern silhouette.”*



The new **Rogue Light** brings a refreshed look and design to one of CamelBak’s fan favorites with everything you need for everyday riding. Shaving 7 ounces (200 g) of weight off its predecessor, the Rogue Light weighs just 8 ounces (225 g) and comes with a 2-liter Crux® Reservoir with 7 liters in total storage capacity. With a focus on breathability, the pack features an Air Support™ Light back panel with body mapping technology and a ventilated harness. An integrated tool organization sleeve, a secured zippered pocket, as well as a stretch overflow system allow for max storage without the fuss.

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The Rogue Light also boasts reflectivity for safe riding in darker conditions and is available in one size with adjustable straps for a tailored fit. The Rogue Light will also be available in a women's specific fit model with an S-curved shoulder harness that is contoured to fit a woman's body, in addition to women's specific body mapping technology for enhanced cooling.



The new **Classic Light** offers a lightweight, durable option with versatility and a wealth of external features. The 7-ounce (200 g) pack comes with a 2-liter Crux® Reservoir with 4 liters in total storage capacity and will be available in one size. The pack features an Air Support™ Light back panel with body mapping technology and a ventilated harness. With a focus on being adaptable and ready for any length of adventure, the pack offers an integrated tool organization feature, a secure zippered pocket, and a bungee overflow system. The Classic Light really shines when it comes to external features which offer significant upgrades to its predecessor including an adjustable sternum strap, tube strap, light loop, helmet carry and reflectivity for safety.



The **Hydrobak Light** offers an economical option with a wealth of features for new and experienced riders. Weighing in at just 6 ounces (170 g), the pack comes with a 1.5-liter Crux® Reservoir and 2.5 liters in total storage capacity and will be available in one size. The Hydrobak Light boasts external features like a 3-D Vent Mesh back panel, ventilated harness, a secure zippered pocket, helmet carry system, adjustable sternum strap, and reflective accents. The pack will also be available in a women's specific fit model with an S-curved shoulder harness that is contoured to fit a woman's body.

The new Rogue Light, Classic Light, and Hydrobak Light will launch in mid-January 2021 in an exciting new color palette on [camelbak.com](https://www.camelbak.com) and will also be available for sale at CamelBak retail partners throughout Europe.

For more information about CamelBak initiatives, please visit [www.camelbak.com](https://www.camelbak.com)

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