



TRUSTED ALL OVER THE WORLD

For Immediate Release

American Tourister Announces Footballing Legend Cristiano Ronaldo as its 2018 Brand Ambassador



HONG KONG, January 15, 2018 – *American Tourister*, world's leading fashionable, youthful, international luggage brand, is proud to announce the signing of international football superstar and fashion icon, Cristiano Ronaldo, as its new brand ambassador for 2018. Five-time winner, a world record, and the current holder of the FIFA Ballon d'Or Award (2008, 2013, 2014, 2016, 2017), the former Manchester United (2003-2009) and Real Madrid (2009-present) goal-scoring record-breaker has won 24 trophies over the course of his illustrious career, including four UEFA Champions League titles, and he captained Portugal to victory in the 2016 UEFA European Championship. Cristiano is a true legend of the game and one of today's most popular and recognizable sporting icons.

Dynamic, stylish and confident, with a global following of more than 230M fans across Facebook and Instagram, Cristiano embodies the soul of the American Tourister brand. His appointment also comes as football fever begins to grip global audiences ahead of the FIFA World Cup, which kicks off in Moscow, Russia on June 14th 2018.



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Expressing his excitement on the signing of Cristiano, Subrata Dutta, President of Asia Pacific at Samsonite, said, “There couldn’t be a better time to bring Cristiano on-board. His lively and vivacious personality, on and off the field, resonates perfectly with our fun-loving, vibrant brand personality. His presence will help bring American Tourister to a whole new audience, allowing us to stand out from the competition, and enabling us to take the Brand to the next level.”

Equally delighted to join the American Tourister family, Cristiano said, “American Tourister is a functional yet cool brand that appeals to everyone. I’m delighted to be the face of the brand for 2018. As a frequent traveler myself, I appreciate the need for high quality luggage that still allows you to express your personality.”

American Tourister’s Time-Tested Durability

All American Tourister products undergo extremely stringent and rigorous quality tests on a continuous basis to ensure that they are in line with the tough guidelines set by the company.

These tests include:

- Drop Test - a fully loaded bag is dropped five times at the corners to check its strength
- Jerk Test - a loaded bag is given jerks 3,500 times (Travel) and 6,500 times (Non-Travel) in quick succession to ensure the durability of critical parts like handles and shoulder straps;
- Lock Test - where the locks are opened and closed 15,000 times in quick succession to ascertain the safety aspects;
- Mileage Test - where a loaded bag is made to travel nearly 24 km to establish its sturdiness;
- Tumble test - where a loaded bag is tumbled in a big drum 50 times continuously to ensure that it withstands rough handling.

About American Tourister

Since its inception by Sol Koffler in 1933, American Tourister has grown to become one of the most trusted and recognised brand names with a heritage that spans more than 80 years. The brand’s commitment to offering durable and affordable luggage began in the 1930s and continues to the present day. With its acquisition by Samsonite, American Tourister continues its tradition of marrying superior quality and design with great value, offering a wide selection of travel gear for everyone. See the world with American Tourister.

<http://www.americantourister.com.hk>

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