

AMERICAN TOURISTER

SINCE 1933

BRAND BOOK





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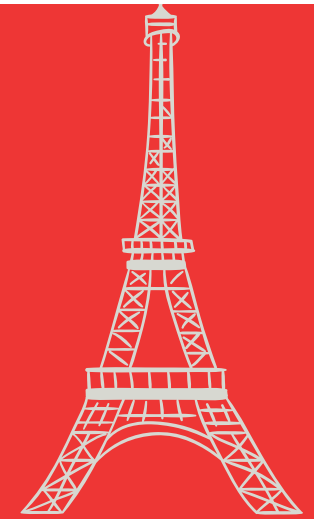
FUN



ABOUT AMERICAN TOURISTER

It all began with a small luggage workshop founded in 1933. The company grew and expanded, evolving into a luggage expert offering a wide selection of travel lifestyle products – luggage, business cases, casual bags, backpacks and travel accessories for all types of travel. By the time Samsonite acquired American Tourister in 1993, we were one of the oldest and best-known luggage brands in the United States! The acquisition also made Samsonite Corporation one of the top luggage brands in the world.





In the new millennium, we continue to expand our footprint across the globe. We are not only a household name in our home country, but we are also well-known in Europe, Latin America and Asia for our exciting range of fun and youthful travel products featuring Red Dot Award winning designs. Available at affordable prices, American Tourister products combine quality, style and practicality and are sure to meet each and every one of your travel needs.

Traveling for the first time? Going on holiday with your family? Looking for new fun-filled experiences to add to your travel portfolio? Whatever the purpose of your trip, you will find the best travel companion you are looking for in our colorful and attractive collections.



WHO WE ARE

American Tourister is all about traveling with style and traveling with a smile. We go the extra mile to ensure that all of our youthful, colorful and fun products are qualitative and affordable. No wonder we have been a trusted brand worldwide for over 85 years!



WHAT WE BELIEVE

Are you all into going after your dreams? So was our founder Sol Koffler! He dreamed of a tough suitcase that could sell for a dollar.

He put his life savings on the line to start a workshop that would evolve into one of the biggest names in the luggage industry. At American Tourister, we believe travel should be fun. We take pride in crafting stylish, high quality, cleverly designed and FUN luggage you can rely on, and we are pleased to be a companion for you when you go after your dreams.



AMERICAN TOURISTER IS...



YOUTHFUL



FUN



GLOBAL

At American Tourister, our brand values are at the heart of everything we do. All across the globe, we deliver youthful, colorful, fun and qualitative luggage and bags at affordable prices. This is what we stand for today, tomorrow and in the future.



COLORFUL



QUALITATIVE



AFFORDABLE

HOW WE CAME ALONG

Don't let the youthful look fool you... American Tourister has been around for more than 85 years! And all this time, we have been evolving... without ever losing focus on quality, innovative design and a sense of fun!

1930's

In 1933, founder Sol Koffler invests his life savings into a luggage company in Providence, Rhode Island. He wants to turn his dream into reality: a tough suitcase that could sell for a dollar.



1940's

Heeding the call for lighter luggage sparked by increased air travel, American Tourister introduces Hi-Taper luggage that is lighter and easier to pack. In 1946, we launch our first national advertising campaign featuring luxurious interiors, fashionable colors and durable construction.



1950's

We pioneer the world's first molded luggage with innovative material – the trim and slim Tri-Taper. Not surprisingly, the pace-setter for luggage design quickly becomes all the rage!



1960's

We become the first company to 'flight test' our bags with flight attendants from major airlines. Flight tested, flight approved!





1970's

We continue to design durable cases that could withstand even the toughest quality critic: a gorilla! Our brand's "Gorilla ad" campaign is launched and would continue to run for 15 years. Today, the Gorilla remains one of our most celebrated icons, symbolizing the strength and durability of American Tourister products.



1980's

While continuing to design high quality hardside products, we respond to the shift in demand for durable, softside bags with ingeniously engineered products.

1990's

American Tourister is acquired by Samsonite, marking the union of the world's greatest luggage brands. Our brand continues to grow and establishes its presence in over 90 countries worldwide.



Samsonite

NOW

We continue to diversify our product lines. Our brand now offers a vast selection of superior quality travel products that are youthful, fun, colorful, fashionable, functional and affordable all at once. The perfect fusion of style and practicality, American Tourister has been: Trusted All Over The World Since 1933!

MORE THAN 100 COUNTRIES... AND COUNTING!

Find our footprints all over the world!

American Tourister is one of the world's leading luggage brands with global turnover of close to US\$600 million*. We can be found in more than 100 countries across 5 continents, and our products are sold at over 15,000 points of sales around the world.





WE'VE GOT YOUR BACK... IN EVERY CORNER OF THE WORLD

All American Tourister luggage carries a true worldwide warranty. Rest assured that we have your American Tourister – and your back – covered in all 118 countries* where our products are sold!

Asia

AFGHANISTAN	JAPAN
ARMENIA	JORDAN
BAHRAIN	KAZAKHSTAN
BANGLADESH	KUWAIT
BHUTAN	KYRGYZSTAN
BRUNEI	LAOS
CAMBODIA	LEBANON
CHINA	MALAYSIA
INDIA	MALDIVES
INDONESIA	MAURITIUS & SEYCHELLES
IRAQ	MYANMAR
ISRAEL	OMAN

PAKISTAN
PHILIPPINES
QATAR
SAUDI ARABIA
SINGAPORE
SOUTH KOREA
SRILANKA
TAIWAN
THAILAND
TURKMENISTAN
UAE
UZBEKISTAN
VIETNAM

Africa

ALGERIA
CONGO
EGYPT
ETHIOPIA
GHANA
IVORY COAST
KENYA
LIBYA
MADAGASCAR
MOROCCO
MOZAMBIQUE
NIGER
RWANDA
SOUTH AFRICA
SUDAN
TANZANIA
TOGO
TUNISIA
UGANDA
ZAMBIA



Oceania

AUSTRALIA
FIJI
NEW ZEALAND

Americas

ARGENTINA
BRAZIL
CANADA
CHILE
COLOMBIA
ECUADOR
MEXICO
PANAMA
PARAGUAY
PERU
URUGUAY
USA

Europe

ALBANIA
ANDORRA
AUSTRIA
BELARUS
BELGIUM
BOSNIA-HERZEGOVINA
BULGARIA
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
FRANCE
GERMANY
GIBRALTAR

GREECE
HUNGARY
ICELAND
IRELAND
ITALY
KOSOVO
LATVIA
LITHUANIA
LUXEMBOURG
MACEDONIA
MALTA
MOLDOVA
MONACO
MONTENEGRO
NETHERLANDS
NORWAY

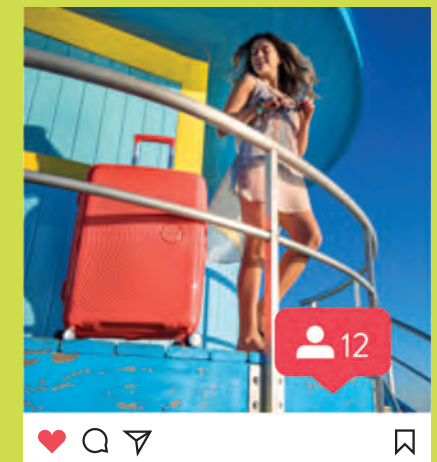
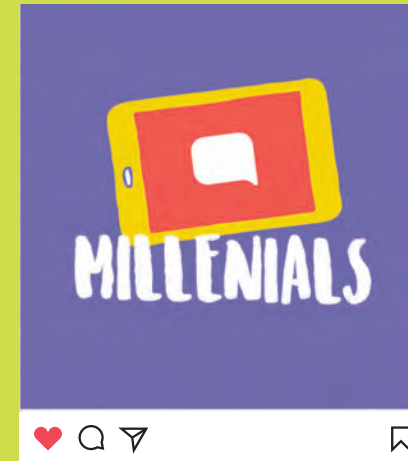
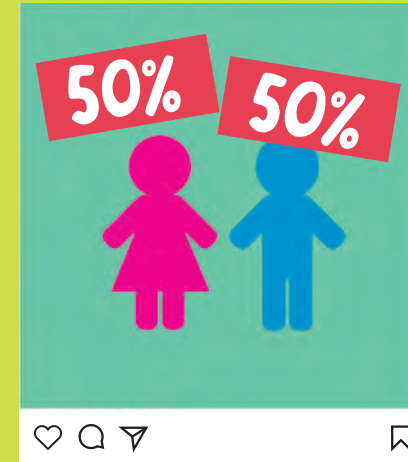
POLAND
PORTUGAL
ROMANIA
RUSSIA
SAN MARINO
SERBIA
SLOVAKIA
SLOVENIA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UKRAINE
UNITED KINGDOM



*37 countries in Asia, 20 countries in Africa, 3 countries in Oceania, 12 countries in the Americas, 46 countries in Europe

AMERICAN TOURISTER PEOPLE

People who love American Tourister come in all shapes and sizes but there are a few things they share: They are young at heart, fun-oriented and they are serious about living life to the fullest!



QUALITY ASSURED!

Before they leave our production facilities, American Tourister products are performance tested, at fully loaded capacity, using our stringent quality control standards. We put them through tests more rigorous than you can ever imagine. This attention to quality and performance is what has made American Tourister Worldproof® for nearly a century.



The Lock Test – Push & Release

The lock is operated continuously to test its durability.



Handle Test

Twiches are given to the handle of the bag in a loaded condition to test its strength and durability.



The Tumble Test

A loaded bag is subjected to tumbles in a large rotating drum with protruding obstacles to test the reliability of the parts.



Wheel Test

A loaded bag is subjected to linear motion to test the reliability of the wheels.



The Zipper Test – Force Applied to Sliders & Zippers

Force is applied to sliders and zippers to test the strength of the zippers and pullers.



The Drop Test

A loaded bag is dropped on the ground on all corners.

TAKE US WITH YOU

Whether you're a globetrotter, a beach rat or a young professional...we've got the bags and suitcases you need! Find your favorite, and we're sure you'll want to take it everywhere. Or just get them all!



Tough love

Be dazzled by our extensive range of hard shell suitcases. Made from a variety of materials, including polypropylene, ABS, polycarbonate and aluminum, they fuse the perfect amount of strength and lightness to give your belongings the best protection.



Soft 'n' easy

Enjoy extra packing space with our softside suitcases. These offer expandability, multiple pockets for a perfect organization and amazing lightness allowing for easy handling and maneuverability.



We've got your back!

Carry your laptop and documents in our lightweight and functional backpacks. These smart and contemporary-styled products are sure to meet your business travel needs.



Travel light, stay stylish

Looking for a lightweight wheeled bag that is flexible and easy to handle? Look no further than our smart duffel bags.



A little extra help

Our extensive range of travel accessories is sure to guarantee comfort, safety and convenience for your trip. We offer that little extra help you need with our packable backpacks and duffel bags for extra luggage room, travel pillows for added comfort to your flight, locks and travel wallets to give your belongings extra protection, travel pouches and toilet kits to help you organize your travel essentials, and more...



Packs of fun

Need a bag for your leisure day out? With special compartments and a large interior for your leisure gadgets, these backpacks and bags are perfect for your exciting, youthful activities. Maximum carrying comfort is promised thanks to the ergonomic straps and padded backpack panel.



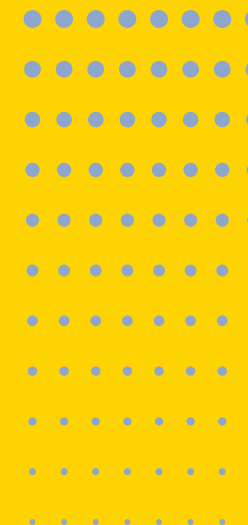
Ladies first

Bringing together function, quality, durability and eye-catching design, our range of Alizee ladies' cross bags, shoulder bags and backpacks are a perfect match for daily work or casual outfit.



All ages admitted

Featuring adorable cartoon characters, these limited-edition collectible backpacks, suitcases and travel accessories offer American Tourister quality while filling every trip with fun and colors for the kids!



RED DOT AWARD WINNERS

Known the world over and respected across all types of industries, the Red Dot Design Award is the revered international seal of extraordinary design quality. Every year, a jury made up of designers, design professors and industry journalists get together to acknowledge the most outstanding designs in terms of creativity and innovation.

American Tourister is the proud winner of several Red Dot Product Design Awards. Meet our award-winning products here!

Lock'n'Roll



Lock'n'Roll offers security, incredible strength, paired with maximum volume and superior lightness. Thanks to our injection molding experience and innovative engineering, the outside shells are thin and light, without compromising on strength or resistance. The overall contemporary design



is accentuated by dynamic lines and a sportive texture, all wrapped up in a cubic shape with fully integrated components.



Curio



The Curio collection combines style and functionality in a contemporary design with vibrant colors. This trail-blazing new series features a dazzling dual-textured exterior, an expandable design allowing for more storage, a recessed lock for extra safety, double wheels for convenient maneuverability and an interior with mesh dividers for easy organization. Enjoy your Curio and be the center of attention wherever you go!





Applite 3.0S



Applite 3.0S embodies innovation and evolution in contemporary mobility. The interior contains a particularly lightweight pan construction, with fully-lined, functional compartments, while a premium recessed TSA lock and multi-directional double wheels assure a high level of convenience. The collection features highlights of the fun character of American Tourister by its colorful wheels, neon bright splashes of color on the exterior and intense bold colors internally.



Modern Dream



Merging geometric forms and flat surfaces, the dynamic design of the Modern Dream series



successfully captures the spirit of the time. The expandable luggage collection is available in six stylish colors – choose one that expresses your personality.



Sonic Surfer



Practical all-rounder Sonic Surfer combines resistant and sturdy EVA side panels with contemporary fabric. The use of multi-fiber fabric and a light, quilted effect gives the collection a casual look, while vertical pocket openings and a printed logo further provide a dynamic impression.



CROSSOVER DELIGHTS

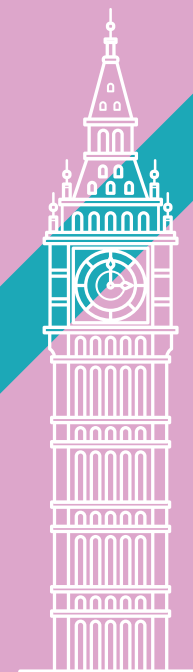
With American Tourister, fun-filled travel also takes the form of youthful and colorful travel products featuring popular cartoon characters. These attractive products are enjoyed by kids and adults alike!



Disney



Jimmy



Mr. Men & Little Miss



Adoonga



Yokai Watch



OUR MYSTERY SHOPPER

We care a lot about your experience with American Tourister, and would like to make sure you are always delighted with our products and services. Our mystery shopper program, which focuses on different aspects of performance including staff image, selling techniques, service professionalism, product knowledge and situation handling, provides key measurement of how happy our customers are. With this knowledge we constantly improve our offerings to ensure we always put a smile on your face!



GREAT BEGINNINGS

Check out the first American Tourister store in different countries.
As the saying goes: A good beginning is half way to success!

Taiwan, New Taipei City - Global Mall



Hong Kong, Causeway Bay - Lockhart Road



Shanghai - Hongqiao Airport



Philippines - Robinsons Place Malate



Singapore - Changi Airport

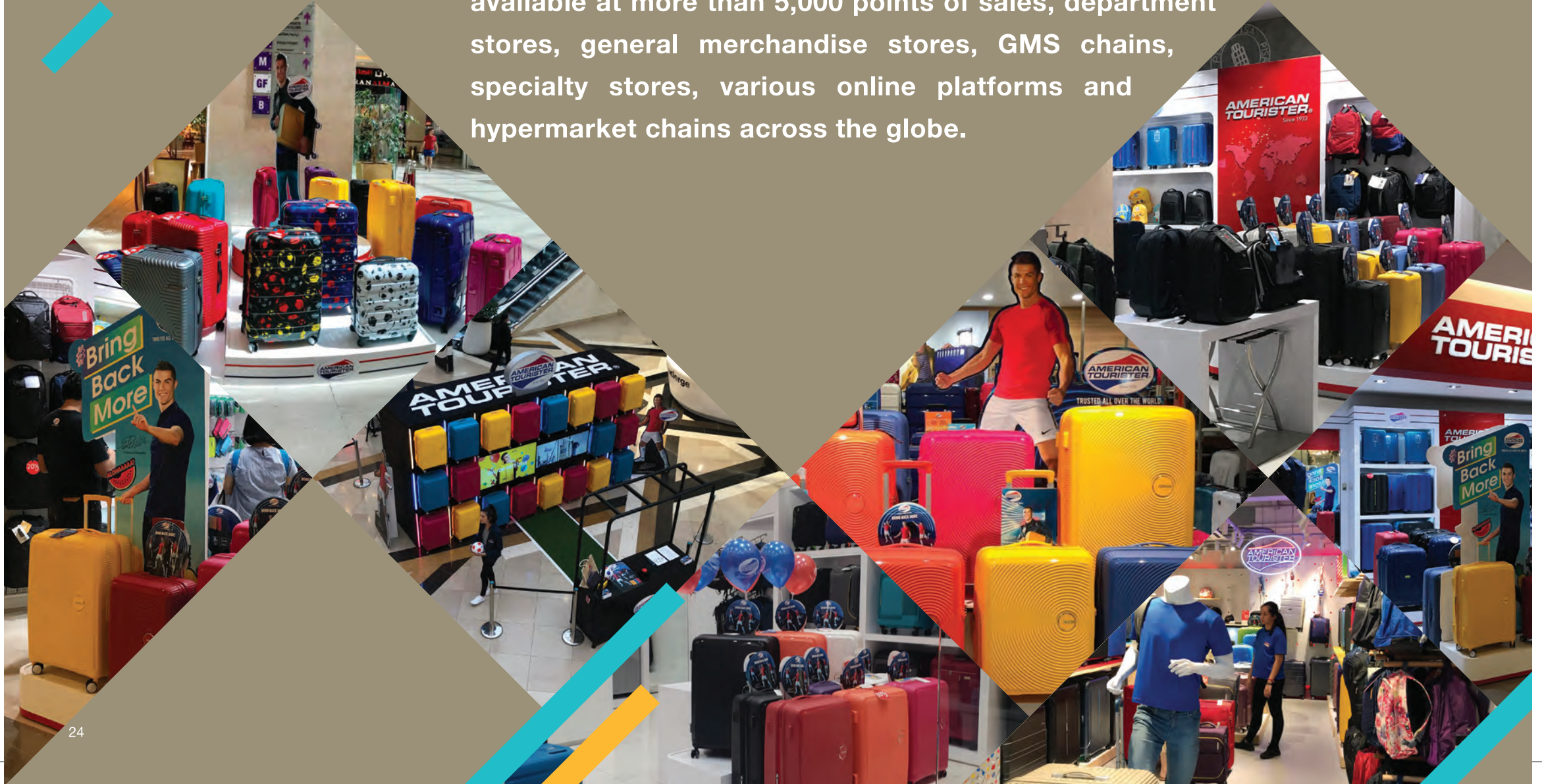


Korea - Lotte Mart World



FIND US HERE

Through a qualitative distribution network, American Tourister is present in some of the biggest department stores, multi-brand retail stores and traditional luggage stores around the world. Our high quality and fashionable travel products are available at more than 5,000 points of sales, department stores, general merchandise stores, GMS chains, specialty stores, various online platforms and hypermarket chains across the globe.





OUR STORIES

Since 2010, we have rolled out a number of exciting marketing campaigns set out to connect with our consumers. Fun is an important part of what we do. We are always adventurous and serious about living life to the fullest, we create playful videos along with visual materials to deliver the message of “travel fun” and urge consumers to be courageous, to go out and see the world. Here are the highlights of our youthful and colorful marketing campaigns:

2011 The World is Calling



2010 Let's Go See The World



2012

Take on the World



2013

Trusted all over the World campaign Celebrating the 80th anniversary of the brand



2014

Take on the World



2015

I Travel the World



2016

Play the World



2017

Round Around the World



2018

Bring Back More

Our latest global marketing campaign features our new Brand Ambassador, Cristiano Ronaldo, in a match made in marketing heaven. Indeed, we hit it off with Ronaldo instantly: American Tourister is the top luggage manufacturer specializing in trendy and colorful designs, while fun-loving Ronaldo enjoys traveling and is best of the best in the world of football.

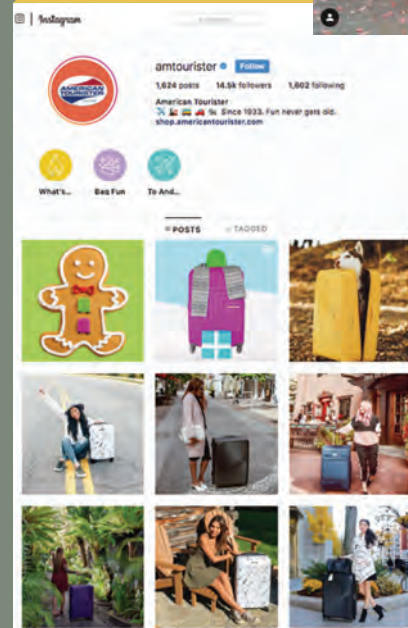
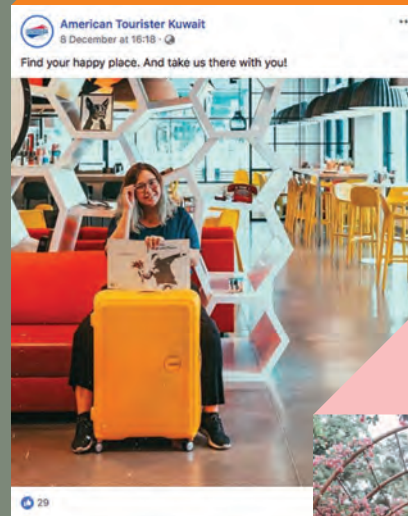


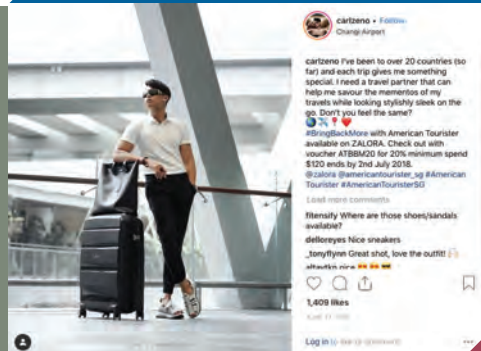
What's more, the footballing legend has an extraordinary presence on social media, with 300 million followers across various platforms – the influence is purely phenomenal!



SOCIAL MEDIA

In addition to our own social media platforms, we work with bloggers, models, fashionistas and beauty vloggers among others to connect with our consumers – youthful, fun and lifestyle-seeking globetrotters – across various social media platforms. It's such a delight to see the influencers show off our products on Facebook, Instagram, YouTube and their own sites. American Tourister is indeed trusted all over the world!





AMERICAN TOURISTER: CELEBRITY CHOICE

On and off screen, many celebrities and pop idols have been spotted with American Tourister products: bags, suitcases, travel accessories – you name it! Well, we are not at all surprised that even famous faces adore the premium design and exceptional quality of our collections.



Anne Curtis



Seung-gi Lee



Do-yeon Kim



Seung-yeon Gong



So-mi Jeon



Jung-soo Byun



WHO WE WORK WITH

Our strong network of business partners plays an indispensable role in the expansion of our footprint around the world, helping our products reach more consumers. We proudly introduce our key partners all over the world.





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