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Travel in colour



LIVE LUGGAGE PA AND AG CASES NOW HAVE COLOURED ANTI-GRAVITY HANDLES

Live Luggage has given a brand new look to its innovative cases, which include the world's first power-assisted suitcase launched by the company in 2008 after six years' research and development. The power-assisted (PA) cases are available as the Classic hard case and as the Hybrid PA Bag, a soft case featuring a flexible triple bag system, perfect for the business traveller.

The Classic PA case and the Hybrid PA Bag feature patented flat motor technology in their wheels, which power up when the built-in sensors in the handle detect a gradient or kerb. Live Luggage PA cases save strain on the neck, shoulders, back and arms of the user, as all the weight is balanced over the wheels, allowing the case to be pulled effortlessly along with a totally original and very distinctive concept in handle systems – the patented Anti-Gravity handle. This ergonomically shaped anti-gravity handle pivots from the base of the case when in use and enables the weight to be balanced over the wheels. When in “drive” mode, the sensors detect when power is required and the intelligent torque control system powers up and drives the wheels. This makes light work of gradients or kerbs and

minimizes strain on the user. Live Luggage PA cases can travel up to 1.5 miles on a single charge and are recharged by simply using the included charger and multi-country adaptor which work just like recharging a mobile phone.

The Classic Series hard case is one of the world's most secure, made from the same material as a car bumper. It can withstand rough handling and is perfect for protecting precious possessions and even equipment such as cameras. It includes a TSA recognized lock, and Live Locator™ ID which is a unique identifier to help locate the suitcase in the event of its loss.

The Hybrid Bag is a soft ballistic nylon case system which clips onto a hard frame. The spacious main bag has plenty of space for a two-week trip and there's a laptop bag and an overnight bag zipped on the front which can be removed and zipped together as one piece of hand luggage or used separately, offering the user maximum flexibility.

Both the Classic hard case and the Hybrid Bag are now also available in non-powered versions, the AG series. The AG range cases feature the same innovative anti-gravity handle system which results in far greater stability and lighter and easier steering than traditional wheeled cases. It is this anti-gravity handle system which gives Live Luggage cases their distinctive and unique look, so different from any other case or luggage system on the market. The recently-introduced AG series cases also make this technology widely available at a more modest price than the powered ranges.

Live Luggage customers, whatever their age, tend to be "early adopters" of new technology – they also love something that looks different, so Live Luggage have decided to give customers a colour choice. The anti-gravity handle is now available in a choice of red, pink, white, black and the original yellow on both the Hybrid Bags and the Classic cases.

Pricing information:

Classic PA case (power-assisted): £395. Classic AG case (anti-gravity): £255.
Hybrid PA bag (power-assisted): £395. Hybrid AG Bag (anti-gravity): £225

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Please go to www.liveluggage.com to Media Centre and download hi-res images. Or for editors in London wanting to test drive these products contact Live Luggage:

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