



## PRESS RELEASE

April 2009

### **The New Hybrid Soft-top - Powered Luggage from 17<sup>th</sup> April**

The new Hybrid PA Bag from Live Luggage has all the advantages of the company's pioneering hard top PA series – the world's first power assisted luggage launched to worldwide acclaim last Summer – yet has been designed specifically as a lightweight, flexible solution for air travellers. Still retaining motorised wheels and the anti-gravity handle, the Hybrid PA Bag includes a laptop case and overnight travel bag which can both be separately removed to suit the differing check-in requirements of the world's airlines.

Furthermore, the new Hybrid PA Bag travel system is significantly lighter than the ultra-secure PA series, improving power-to-weight ratio and making the new case feel light and effortless to pull, whether going up a hill or up a step – a truly high-tech solution to the familiar problem of moving a heavy suitcase.

Powered luggage pioneer and Live Luggage MD, Clive Hemsley, comments: "This lightweight version of our acclaimed powered suitcase is the ultimate in flexibility and luxury. It takes the strain out of your journey with power-assisted features that make the luggage simply feel almost weightless."

He continues: "This flexible packing system suits all types of traveller. The Live Luggage Multi-Bag check-in system is able to meet all airline restrictions. You can either check-in the whole case as one item, or remove either or both the laptop and weekend bags – which can themselves be carried individually or zipped together as one item and taken on board the aircraft as hand luggage."

The Hybrid PA Bag features Live Luggage's patented innovative, extendable "anti-gravity" handle that pivots away from the case. This is height-adjustable for user-comfort, so no matter how tall or short the person, 85% of the weight of the luggage is balanced over the suitcase wheels.

On smooth level surfaces, such as an airport concourse, this means that minimal effort is required to pull the case and it won't scuff your shoes or bang into your legs. For more challenging conditions, such as inclines or rough ground, power is applied through strong and reliable "pancake motors" built into each wheel. Thanks to sensors in the anti-gravity handle and an intelligent torque control system, the motors deliver exactly the right amount of power to compensate the wheels in any situation. This means that the Hybrid PA Bag will still feel equally light when going up inclines or over bumpy ground, and can even keep up with you if you need to hurry.

The wheels are powered by a rechargeable 12V NiMH (nickel metal hydride) battery the same size as a standard laptop charger. Because the suitcase determines exactly how much power is needed in any situation, it is highly efficient, resulting in a range of up to 1.5 miles, and batteries are quickly recharged. Plus, if you are caught without power, you can simply disable the motors and – thanks to the anti-gravity handle – the case will still be much easier to move than traditional designs.

The new Hybrid PA Bag is robustly constructed on a lightweight, super-strong frame with a tough, PC ABS body. The front of the case is made of ultra-light, durable, padded nylon which has undergone rigorous testing. Removable laptop and overnight bags are made of the same matching material. Included free with every case is Live Locator, Live Luggage's unique, free luggage tracking service. Every PA and Hybrid PA series suitcase is tagged with a unique, laser-etched serial number. In the event of a case going astray, a text message and e-mail will be sent to the owner with details of its location. There is even a built-in umbrella in the anti-gravity handle, which is secure when the case is in locked mode.

Hemsley adds: "If you are a frequent traveller who wants to avoid the stress, fatigue and injury of dragging heavy bags, the Live Luggage Hybrid PA Bag is the travel system for you."

The Live Luggage Hybrid PA Bag will be launching exclusively at **The Gadget Show Live at NEC in Birmingham on April 17<sup>th</sup> '09.**

Live Luggage is designed and manufactured in the UK.

Please go to [www.liveluggage.com](http://www.liveluggage.com) to Media Centre and download the hi-res images. Or for editors wanting to test drive the new soft top contact Live Luggage PR Manager Claire Johnson on [claire.johnson@liveluggage.com](mailto:claire.johnson@liveluggage.com) Telephone +44 1491 636 393 Mobile +44 7810 752 813