

THE OVS DIFFERENCE

MISSION STATEMENT

To **INSPIRE** and **EMPOWER** people to **ADVENTURE**

PURPOSE

Helping people realize their passion

GOAL

To be the authority in core categories

VALUE

Differentiation, Customer Commitment, Quality, Integrity, Team Work,
Respect for People, Good Citizenship, A Will to Win, Personal Accountability



OVERLANDING

THE NEXT GREAT FRONTIER



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SOCIAL :     

WHAT IS OVERLANDING?

OVERLANDING describes self-reliant adventure travel to remote destinations where the journey is the primary goal. While expedition is defined as a journey with a purpose, overlanding sees the journey as the purpose.



OVERLANDING 101

- Off Road Rig
- RTT Roof Top Tent
- Cargo Storage
- Std Camping Gear
- Recovery Gear
- Fluid Transport
- Lighting

WHY THIS MARKET?

ADDRESSABLE MARKET



Tents and related Overlanding products are bypassing traditional off-road shop and purchasing from nontraditional resellers of aftermarket products. Crossover SUV's and the explosion of Mid Size trucks are fueling the growth for consumers looking for outdoor activities/lifestyle. Technology is keeping everybody plugged in and allowing extended periods of camping.

GROWTH OPPORTUNITY



Off-road shops are investing in Overlanding Products are seeing faster growth over traditional products with increased margins. Overlanding attracts new buyers that would traditionally bypass off-road shops to search for vehicle gear. Traditional Overlanding companies have fragmented distribution and have no access to customers, through distribution due to no national Warehouse Distributor support.

GROWTH

MODERN CAMPING vs TRADITIONAL CAMPING

30 MILLION PEOPLE

Continued participating in camping and overlanding



750K vehicle campers ranging from basic car to earth roamers

4.7 MILLION AMERICANS

New camping participants every year continued participating in camping



Overlanding growing 500x faster

5.9 MILLION PEOPLE

Returning to camping after some time off



Millennials and baby boomers fastest growing segment

