



Introduction



What is Overland(ing)

**Vehicle-supported, self-reliant
adventure travel, typically
exploring remote locations
and interacting with other
cultures**

Self reliant and journey focused





Overlanding The Next Frontier

- What is Overlanding
 - Self reliant and journey focused
- Overlanding growth rate 5x faster than traditional Off Road Accessories
- Camping Is seeing huge growth 30M+ prior to Covid
- 4.7M New Campers every year
- **5.9M returning to Camping - Millennials and baby boomers** fastest growing segment in Overlanding
- Consumers seeking product through nontraditional off road shops and online stores
- Off road shops that are investing in overlanding products are expanded sales and expanded margins

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

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



Overlanding Is Hot Right Now

- OEMS Focused Lifestyle Vehicles are driving the market and competing
 - Jeep, Toyota & Ford are focused on action & lifestyle
 - Other Vehicles – Cars, Cross Overs, SUV's and Vans
- Camping is hot and only getting hotter (Covid)
- Off Road shops expanding into the overlanding category – Incremental
- Overlanding shops become a new opportunity for traditional distribution
- Dealerships are focused on overlanding (Toyota & Jeep)
- Outdoor events expanding space and increasing shows to keep up with demand
- Influencers are driving categories and brands

WHY THIS MARKET?

**ADDRESSABLE
MARKET**

**GROWTH
OPPORTUNITY**



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.



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.





Jeep Market

- Large addressable market and even larger over the next 10 years
- YEst 666K, TEst 777M, JKEst 1.8M JL/JTEst 4.2M * 12 Year Run based on target of 350K
- Aftermarket - crowded space with new competitors entering every day. Brands are popping up overnight and seeing success through various channels. Asia to US being the biggest
- Jeep loyalty around validation & endorsement, price, where to buy.
- Commodity categories continue to be core of the business – Wheels/Tires, Suspension, Bumpers, Soft Goods & Recovery but seeing delution
- A lot of growth in fringe products with value propositions that are slightly different. Options are endless
- M/A on larger off road brands have distracted from short and long term product development – Smittybilt, Rugged Ridge, Warn,
- Smaller companies are nimble and innovative but challenged to scale.



US Car Sale Only



Mid Size Truck Market

- Jeep has been #1 for a long time and now there's competition
- Everybody is fighting for Tacoma business even Jeep now
- #1 Competitor to Jeep is the Toyota Tacoma & GM & Ford Entered Into Market
- ***Addressable Market is Larger Than Ever With the Right Products
- Overland product opens market beyond traditional Jeep/Truck Accessories
- Traditional Truck Accessory & Off-Road Shops Need a Broader Product Range
- Production on Jeep Jumped on the JK from 250K to 350K a year for JL/JT
- Expansion in the Midsize Market to meet demands and growing addressable
- Influencers listed on page are moving toward the Overland Look
- Tents & related products are selling to nontraditional vehicles



245K



New



134K



100K



Ford Bronco

- While deliveries are still some way off, the Bronco is already shaping up to be a runaway success for the American automaker. In the first three weeks after the Bronco made its online debut, the automaker revealed that [more than 165,000 people](#) had placed \$100 deposits for the Bronco and the softer Bronco Sport. Ford has likely received significantly more reservations in the five weeks since that figure was first touted.
- Not only does the new [Bronco](#) look good and is shaping up to outperform the Jeep Wrangler, but it is also very well priced. Kicking off the range is the Base model available from \$29,995 while the flagship tops out at \$60,800.





Category Overview

Unique to Overlanding

Cross Over to Off Roading

<u>Roof Top Tents</u>	<u>Awnings</u>	<u>Cargo Management</u>	<u>Recovery</u>	<u>Air Management</u>
Tents: 4 Unique Styles – Soft sided, hard top, clam shell with various functions	Awnings: 4 Unique Styles – Standard Roll Out, 270 Degree, 180 degree and New 360	Cargo: Bed Racks, Roof Racks, Drawer Systems, Storage Bags, Fuel & Water Storage	Recovery: Winches, Straps, Shackles, Pulleys, Ramps & Trail Tools	Air: Air Compressors, CO2 Deflators, Gauges, Tire Repair Kits & Air Delivery Systems,
Price Points: from 899.99 to 5999.99	Price Points: 99.99 to 2,500.00	Price Points: 19.99 to 2,500.00	Price Points: 9.99 to 1,500.00	Price Points: 9.99 to 600.00
Est Size Cat: 280M+	Est Size Cat: 200M+	Est Size Cat: 250M+	Est Size Cat: 500M+	Est Size Cat: 50M+
Competitor(s): Thule, CVT, Roof Nest, Ikamper, Go Fast, Overland Vehicle Systems, Smittybilt, 23 Zero, ARB, 15 Others	Competitor(s): Rhino Rack, Overland Vehicle Systems, 23 Zero, Smittybilt, Darche, ARB, 20 Others	Competitor(s): Leitner Racks, Rhino Racks, ARB, Overland Vehicle Systems, 100+ Others	Competitor(s): Warn, Smittybilt, Overland Vehicle Systems, 100+ Others	Competitor(s): ARB, Up Down Air, Viar, Smittybilt, Power Tank



Summary

- **Overlanding category is hot right now**
 - Huge growth in camping
- Big expansion with all aftermarket brands entering the space
- Overlanding brands in Space are fragmented and maybe under structured to support automotive requirements
- Warehouse distributors are a value add in the chain of commerce for scalability
- A lot of cross over from core off road categories to overlanding
- Not a huge stretch to be in the space when aligning with brand that offer complete solutions
- Incremental sales within the core customer base and all new customer base
- OE's are helping drive demand through vehicle expansion and lifestyle focus

Overlanding The Next Frontier

Beginning of Lifecycle

Incremental Sales

Improved Margin

WD's Scalability

OE's Driving Market

Guiding Principles

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, Teamwork, Respect for People, Good Citizenship, A Will to Win, Personal Accountability, UDO



Overland Vehicle Systems



OVS in 2019/2020

- Foundational Business Needs
- Integration Of Up Down Air
- Product/Plan Development
- Brand Development
- Testing & Validation
- Brand & Marketing Strategy
- Sales Funnel Development
- Inventory Build Up
- Brand Development
- Marketing Campaigns
- Establishing Distribution
- Promotional Calendar
- Collaborators – Influencers
- B2B Infrastructure

OVS 2020

- Brand Development
- Brand Campaigns To Support National Message
- Distribution Established
- Promotional Calendar
- Collaborators - Influencers
- B2B Infrastructure/Support
- Activations – Shows/Social/Digital

2020 OVS One - Brands

OVS

- Roof Top Tents
- Awnings & Shelter
- Recovery Category
- Cargo Management
- Camping Gear



King 4WD

- Replacement Tops
- Interior Seat Covers
- Floor & Cargo Protection
- Bumper & Armor



UDA

- Air Delivery Systems
- Compressors
- Bracket Kits
- Air Accessories





Roof Top Tents

- Disruptor, Good, Better, Best Strategy In Category
- Complete Solution from Soft to Hard RTT
 - Premium Products With Differentiated Experience
 - Annex and Accessories Post Sales Opportunity
 - Modern Styling/Colors
- Packaged Properly for Multiple Handling
- Competitively Positioned In Market Place
- Stronger Program Compared to Mature Brands
- Requires WD's to scale – Shipping/Logistics

TMBK
Retail: 999.99
Size: 1
Disruptor

Nomadic
Retail: 1299.99
Size: 3
Good

Bushveld
Retail: 2799.99
Size: 1
Better

Mamba
Retail: 3899.99
Size: 2
Best





Awnings & Shelters

- Good, Better, Best Strategy In Category
- Complete Solution Awning Category
 - Premium Fabric and Construction
 - Enclosures for Large Awnings
 - Variety of Options To Hit Price Points
- Packaged Properly for Multiple Handling
- All Awnings are UPS Able
- Competitively Positioned In Market Place
- Stronger Program Compared to Mature Brands
- Addressable market beyond overlanding

**Nomadic
Shower**
Retail: 249.99
Options: 1



**Nomadic
2.0 Standard**
Retail: 299.99
Options: 2



**Nomadic
180**
Retail: 699.99
Options: 1



**Nomadic
270**
Retail: 899.99
Options: 2





Recovery

- Complete Solution in the Recovery Category
- Differentiated Products/Unique
- Testing and Certification on Everything
- High Velocity SKU's
- Retail Packaging/Merchandizing Focus
- Strong Retail Price Points
- Adjacent Customer Segment - Off Road and Overlanding
- Packages and Combo Kits

Shackles
Retail: 11.99 to
44.99
SKU: 7

Pulleys
Retail: 24.99 to
39.99
SKU: 4

Straps
Retail: 34.99 to
44.99
SKU: 3

Other
Retail: 19.99 to
29.99
SKU: 2





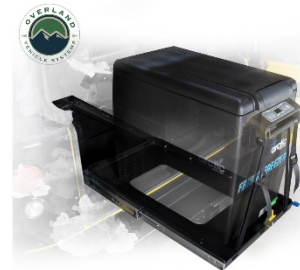
Cargo Management

- Wax Canvas Bags
 - Solution Based Product
 - Heavy Duty Material
- Cargo Boxes & Refer Tray
 - Universal Design
 - SUV and Truck Bed Focus
- Down Range Racks (Aluminum Rack)
 - Multiple Sizes with Universal Mounts
 - Accessories Available
- Discovery Rack
 - Adjustable Semi Universal Rack

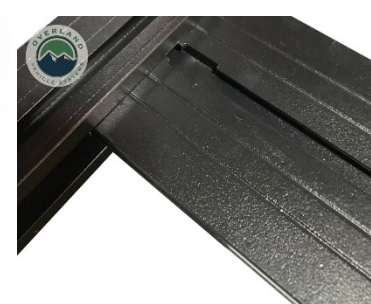
Wax Canvas
Retail: 19.99 to
99.99
SKU: 7



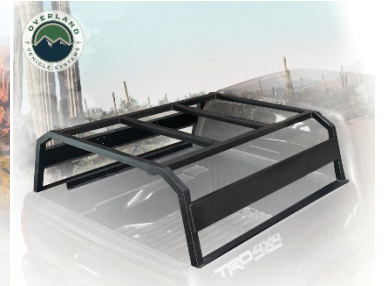
Cargo Boxes
Retail: 399.99
to 499.99
SKU: 3



Alum Rack
Retail: 499.99 to
699.99
SKU: 8



Discovery Rack
Retail: 999.99
to 1299.99
SKU: 2





B2B Dealer Support Page

- Brand Images & Product Brochures
- Catalog(s)
- Data – ASAP
- Promotional Package(s) – Web Bugs, Social Bugs, Flyer & Images
- Overlanding 101 – Introducing 4WD Shops to Overlanding
- Jobber Price File
- Brand Introduction

WHAT TO EXPECT

We will be your best partner so expect nothing but the BEST from Overland Vehicle Systems! Our dealer support page is full of all the tools needed to manage your data and image assets. You'll find a complete Jobber price sheet with all the specifications to service your domestic and international customers. A library of web, social and email images plus 7 to 12 high quality images which feature product call outs sized to 2500 x 2000. Also included on our dealer support page is a complete promotion set include web banners, promotional flyers and social nuggets to help you promote wherever you are activating. And finally our 36 page 2020 catalog is available for downloading all of the latest and greatest OVS, KING & UDA products. If you can't find what you need our marketing department will be at your beckon call. We're here to support you and grow your business.



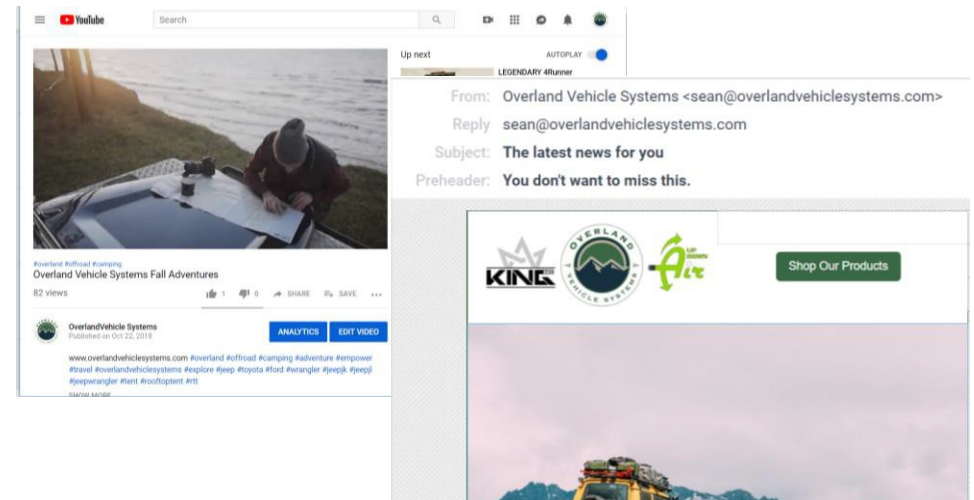
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Activation

- Quick Introduction Product Videos
- Social Campaign – Product Based
- Email Communication B2B& B2C
- Press Releases Trade/Digital/Forum
- Strategic POI Collaboration
- New Product Announcements
- Retail Packaging
- Promotional Communication
- Product Catalog
- Key Categories
- Data Distributor: ASAP



RECOVERY RING

RECOVERY RING

4" Diameter
1" Center

OVERLAND VEHICLE SYSTEM RECOVERY RINGS are precision machined 6061 T6 aircraft grade billet aluminum with precision machining. Equipped with a soft shackle is the safest and the most convenient recovery tool on the trails.

Only use with synthetic winch lines.

Weight Capacity 15000 LBS (6.8kN)

ROCK aluminum alloy with a 7/8" bumper

www.overlandvehiclesystems.com

RECOVERY RING

RECOVERY RING

6.25" in Diameter
1.75" Center

OVERLAND VEHICLE SYSTEM RECOVERY RINGS are precision machined 6061 T6 aircraft grade billet aluminum. Equipped with a soft shackle is the safest and the most convenient recovery tool on the trails.

Only use with synthetic winch lines.

Weight Capacity 20000 LBS (8.9kN)

ROCK aluminum alloy with a 7/8" bumper

www.overlandvehiclesystems.com

SNATCH BLOCK

16,000 LBS SNATCH BLOCK

Grease Fitting Works with Synthetic & Steel Cable

THE OVERLAND VEHICLE SYSTEM SNATCH BLOCK is designed to help lift loads get the most out of any recovery situation due to doubling your pulling capacity when used properly with a winch. This can be hooked to a tow strap, d-ring, soft shackle or recovery points on any vehicle.

Black Powder Coat 3 Year Finish Warranty

Commercial Grade Works with Any Size Winch

Breaking Strength of 30,000 LBS

www.overlandvehiclesystems.com

SNATCH BLOCK

20,000 LBS SNATCH BLOCK

Billet Aluminum Collar Works with Synthetic

THE OVERLAND VEHICLE SYSTEM SNATCH BLOCK is designed to help lift loads get the most out of any recovery situation due to doubling your pulling capacity when used properly with a winch. This can be hooked to a tow strap, d-ring, soft shackle or recovery points on any vehicle.

Black Powder Coat 3 Year Finish Warranty

Commercial Grade Works with Any Size Winch

Breaking Strength of 40,000 LBS

www.overlandvehiclesystems.com



Jeep Only Accessories

- High volume commodity categories for the Wrangler market
- Positioned as the entry price point in the categories
- Application specific sku's for YJ up to JL
- No frill program black color in one fabric option only
- Soft top margins challenged due to competitive pressures
- Line to expand into bumper & armor

**Replacement
Soft Tops**
Retail: 174.99 +
SKU: 9

**Neoprene Seat
Covers**
Retail: 169.99
SKU: 10

**TPE Custom Fit
Floor Liners**
Retail: 99.99
SKU: 10

**Heavy Duty Tire
Carrier**
Retail: 499.99
SKU: 2





Air Delivery System

- Air Delivery System is a Solution Based Product
- Manage inflation and deflation on all 4 tires at the same time
- Manage Air Pressure to specific tire pressure
- Application Specific, Universal & **RV Applications**
- Systems Can Be Used With a Portable, Permanent & CO2
- High flow 3/8" Class B DOT approved hoses and fittings
- High Quality Retail Packaging
- Retail: 299.99 SKU 10 +

Jeep, Truck Universal

GEN 2 ADS SYSTEM
UNIVERSAL BRACKET
Part # 88-9999



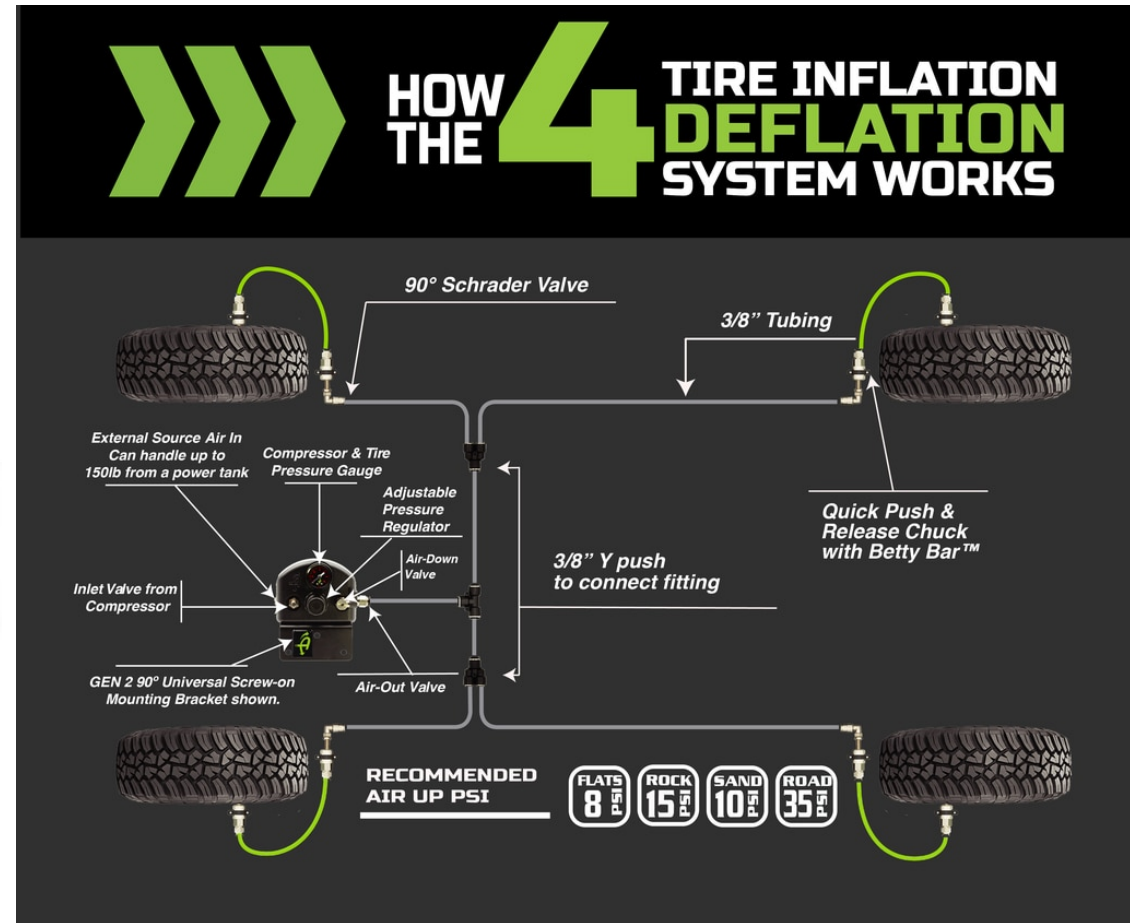
GEN2
CONTROLLER BOX



FEATURES

- Handles Pressure Down to 0 PSI
- Designed to Mount to the Side of the Vehicle
- For Use with the GEN 2 Air Hose
- 140 PSI Max. Working Pressure
- 1/2" NPT Inlet for Air Source
- 1/2" NPT Outlet for Air Source

WHIP STORAGE BAG





Compressor Mounting Solutions

- Compressor brackets designed to mount Twin Air ARB Compressors & New EGOI Compressors
- Mounts available with complete hoses, fittings, hardware and wiring extensions (Some applications) or bracket and hardware only
- Hose kits use a DOT approved Class B High Temp hose and stainless steel 90-degree swivels
- Packaged in standard kraft boxes
- Retail: 149.99 to 199.99

Brackets Only



Brackets & Fittings



UTV





Expanded Products

- Permanent and portable air compressor systems
- Tire repair kits
- Portable digital tire deflators
- Portable digital tire gauges
- Tire valve repair kits
- Fittings and accessories

Compressor



Air Accessories



