



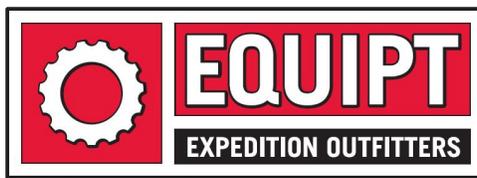
**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**Now Available for Pre-Order : Introducing the Woolrich® “One In A Hundred”  
Limited-Edition Four Wheel Pop-Up Camper**  
*The Original Outdoor Clothing Company Meets The Only Logical Choice*

**SALT LAKE CITY, Utah – January 17, 2017** – Equipt Expedition Outfitters, the industry leader in high-quality, vehicle expedition equipment, and the exclusive dealer of Four Wheel Campers in Utah, is excited to announce Four Wheel Camper’s next-level brand collaboration with the original outdoor clothing company, Woolrich, Inc. This specialty run of only 100 fully-loaded pop-up campers are now available for pre-order, and feature Woolrich’s durable, Made in USA line of textiles alongside a myriad of premium, custom touches.

“We wanted the Woolrich Edition to have only the very best while looking and feeling different than a typical Four Wheel Camper.” said Matt Henwood of Main Line Overland, who spearheaded the initiative. “The aluminum exterior is clean and modern, while the interior cabinetry, countertops, and fabrics create the feeling of stepping into a traditional cabin. It’s all premium quality without additional weight.”





The interior features Woolrich Civil War reenactment upholstery, which is a Heathered Gray 24 oz wool offered in a reversible Sunbrella cloth called *Summer Side* for warm weather comfort. The cab-over bed has an original Buffalo Check wool blanket, specially-loomed for the camper dimensions, with matching bolsters and throws. Each camper interior will be individually badged and serialized with a custom stainless steel plate. Other upgraded interior features include flush mounted stainless sink and two-burner stove, Cocoa Maple wood grain and Blackstone Mica cabinetry and countertops, stainless steel cabinet hardware, Isotherm Fridge, DSI hot water heater with inside and outside shower, and a king-size slideout cab-over bed.



This exterior features a diecast *Woolrich Edition* exterior badge, a smooth, silver painted aluminum exterior skin--exclusive to this model, full exterior lighting, and a 160w rooftop solar panel standard. Flatbed models also include a bolt-on back rack, complete with two RotopaX fuel cans, and a set of MaxTrax.

The Woolrich Limited Edition Four Wheel Camper is available for pre-order in both the Slide-In and the Flatbed (UTE) camper models for the Fleet, Hawk, and Grandby bed sizes. Slide-In campers will be available in the Front Dinette configuration only, while Flatbed models will have the standard Rear Dinette.

Contact [sales@equipt1.com](mailto:sales@equipt1.com) to order or visit our website for more information at [bit.ly/pr\\_woolrich](http://bit.ly/pr_woolrich).





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## ABOUT EQUIPT EXPEDITION OUTFITTERS

#BUILTBETTER

*Our mission is simple--to outfit all adventurers with gear that is built better. More than a decade ago, Equipt became the first American company to source high-quality, vehicle-expedition equipment from across the globe, previously unprecedented in North America. Since our humble beginnings, we have risen to become a go-to leader within the adventure travel industry, continuing to deliver a diverse portfolio of reliable, long-lasting products backed by unparalleled customer service.*

For more information, visit [Equipt1.com](http://Equipt1.com). For press inquiries, please contact Raquel Donati, VP of Sales & Marketing, at [marketing@equipt1.com](mailto:marketing@equipt1.com).

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