

Mustang Survival makes UK debut



The Wing Group is delighted to announce the eagerly anticipated launch of Mustang Survival's technical clothing range in the UK. To mark this occasion, Mustang Survival will be exhibiting at both BoatLife Live and the RYA Dinghy & Watersports Show in February.

Being only the start of Mustang Survival's presences in the UK, these shows will provide an excellent opportunity for UK customers to get hands-on with the gear for the first time.



High-performance clothing

Designed, tested, and manufactured in British Columbia, Mustang Survival is obsessed with helping you perform better when out in the elements. With over 60 years of history behind them, this has led to the development of highly versatile products, such as the men's Hudson and Women's Helix dry suits. Perfectly capturing Mustang Survival's

ethos of 'Live Beyond Land', these suits are ideal for paddlesports and dinghy sailing.



If your adventures span water and land, Mustang Survival's Outerwear collection has you covered. The men's and women's Callan jackets are lightweight, waterproof, and highly breathable, ideal for many outdoor pursuits. If you need a warm mid-layer, the Torrens is the jacket of choice. Made from highly breathable and quick-drying Polartec® Alpha®, this jacket continues to insulate, even when wet.



BoatLife Live and the RYA Dinghy & Watersports Show

Mustang Survival will be bringing their full technical clothing range to their stands at BoatLife Live (17th – 20th Feb, stand B50) and the RYA Dinghy & Watersports Show (26th – 27th Feb, stand G81).

Emily Nagel, professional sailor and Mustang Survival ambassador, will also be joining the team at the RYA Dinghy & Watersports show on the 26th. She'll be talking all things dinghy and helping to showcase Mustang Survival range to all who drop by. You can learn more about her story here:

<https://www.youtube.com/watch?v=cWdpkwXTJ00>.



Shop within a shop

Mustang Survival is also excited to announce its first ever retail experience in the UK, built in partnership with the YouBoat group of chandleries. Located at the prestigious Swanwick Marina run by Premier Marinas at the top of the Hamble River, this 'shop-within-a-shop' will allow continuous hands-on access to this exciting range. YouBoat will also be stocking Mustang Survival clothing in their Gosport and Lympington stores, as well as making their range available online.

The date for the launch of the retail presence through YouBoat is to be confirmed but customers can pre-register their interest in finding out more here:

<https://www.youboatmarine.com/contact/>

Commenting on these exciting activities, Matt Bridge, Global Commercial Director, said, "We're so pleased to finally be introducing this incredible 'Waterlife' brand to the UK market. Mustang Survival has a rich heritage in protecting and enhancing peoples on-water adventures and an absolute obsession with functionality, and exceptional quality. This is only the beginning for our international ambitions but the team in British Columbia are just as excited as I and we look forward to engaging with UK customers for the first time."

These launch activities for the Mustang Survival brand are part of the Wing Group's growth into the International Market. With their new Global Business Development & Product Headquarters situated in the UK, the Wing Group is spearheading Mustang Survival's expansion from its base in British Columbia.