

New season, new kit! Try on the Mustang Survival range of technical clothing exclusively at YouBoat

The eagerly anticipated launch of Mustang Survival's new technical clothing range is finally here, with the opening of a 'shop within a shop' retail experience at the YouBoat store in Swanwick, Hampshire.



With products available now and the official store opening ceremony scheduled for 9th April 2022, this store will be a focal point of Mustang Survival in the UK. It showcases the full suite of technical clothing designed and tested in Vancouver, Canada, from the inshore and versatile Taku range to the offshore and rugged EP 6.5 Ocean Racing range.

“We are excited to launch our range of technical clothing into the UK market at Swanwick,” said Matt Bridge, Global Commercial Director. “By partnering with YouBoat we are able to meet the demand for hands-on access to the highest performing maritime gear, while also making the products available at other YouBoat

retail stores and online at www.youboatmarine.com”.

Renowned for testing to the extreme

Mustang Survival's move to the UK and Europe is another cornerstone in its rich history. Their pursuit of delivering confidence to those operating in and out of the water heralds from their beginnings in the 1960's. From the Navy Seals to the coastguard, to professional marine athletes, Mustang Survival's clientele through the years have presented a plethora of operating environments which leave no room for error. These requirements continue to the present day and has motivated them to develop their HQ, the Mustang Waterlife Studio.

More than just a manufacturing facility, the Mustang Waterlife Studio houses a full science lab to test human physiology and material properties, plus a prototyping shop and testing pool to trial new products. The site is a hub of motivated engineers and out-of-the-box thinkers.

To add to Mustang Survival's testing capability is the nearby and mighty Fraser River and infamous Pacific Ocean. These environments enable real-world, real-time testing that allows the boundaries of product design to be pushed. Mustang Survival also works closely with marine professionals to ensure each product performs right when it needs to.

All of this passion, experience and expertise feeds directly into the range of clothing now available for customers in the UK through YouBoat. To further discover Mustang Survival, and to learn about what goes into making the highest performing maritime gear, check out the Mustang Survival YouTube channel:

<https://www.youtube.com/user/MustangSurvival>.

