



Our mission is to design better products that help you get outside with the people that matter most.

Leveraging I2D design capabilities and scale to offer a **better product for a better value.**

The worry-free part of your outdoor experience.

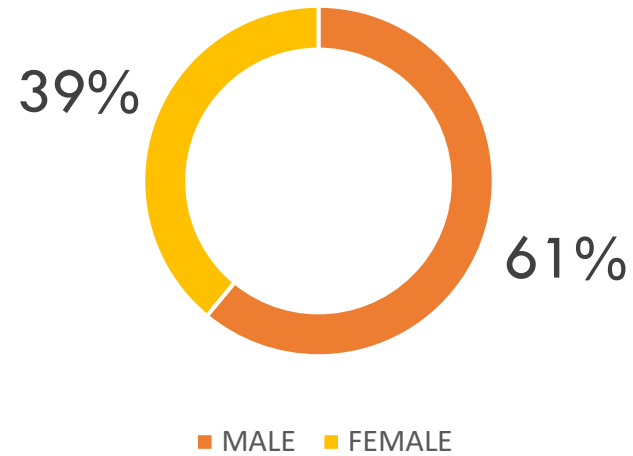


CORE Crew

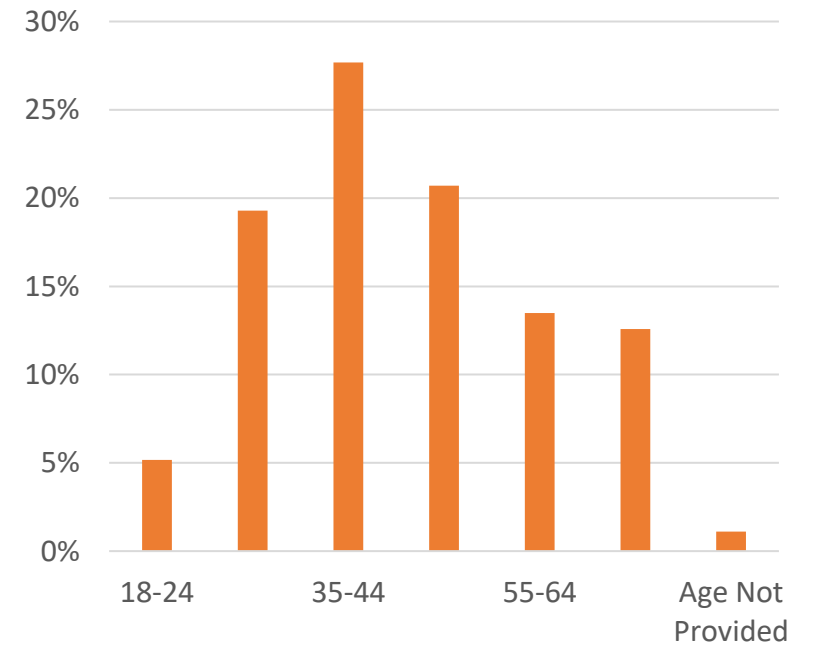
INTERESTS

1. Camping
2. Backyarding
3. Hiking
4. Freshwater Fishing
5. Kayaking / Canoeing
6. Tailgating

GENDER



AGE

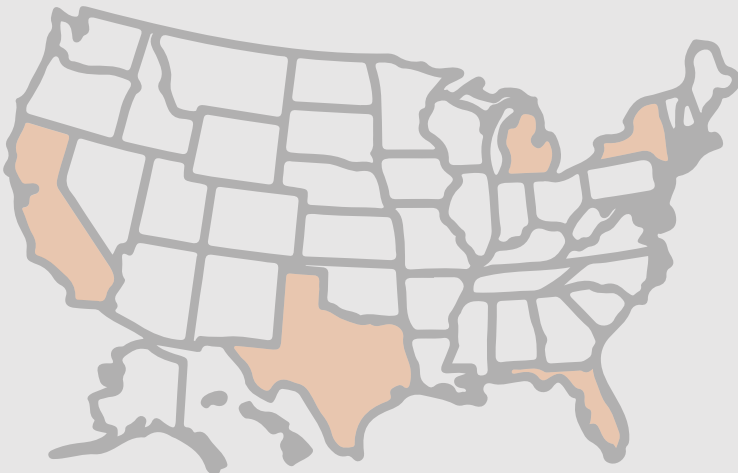


CORE Crew

LOCATION

1. California
2. Texas
3. New York
4. Florida
5. Michigan

28% Rural
45% Suburban
15% Urban
12% City Center



PERSONALITY TRAITS

Most of the CORE audience sees themselves as Family Oriented, Regular Folks

2/3

taking camping trips on weekends or extended weekends

82%
HAVE KIDS



Why CORE Equipment?

Quality Products

Good Design

Easy to Use

Great Value

Good Customer Service

Product Selection



CORE Equipment Video

