

Mountain Safety Research

MSR Brand Introduction & Tent Focus

2020



Agenda

History of Brand
Brand Positioning
Tent Introduction





Mountain Safety Research Began as a Crusade to improve the safety of climbing equipment

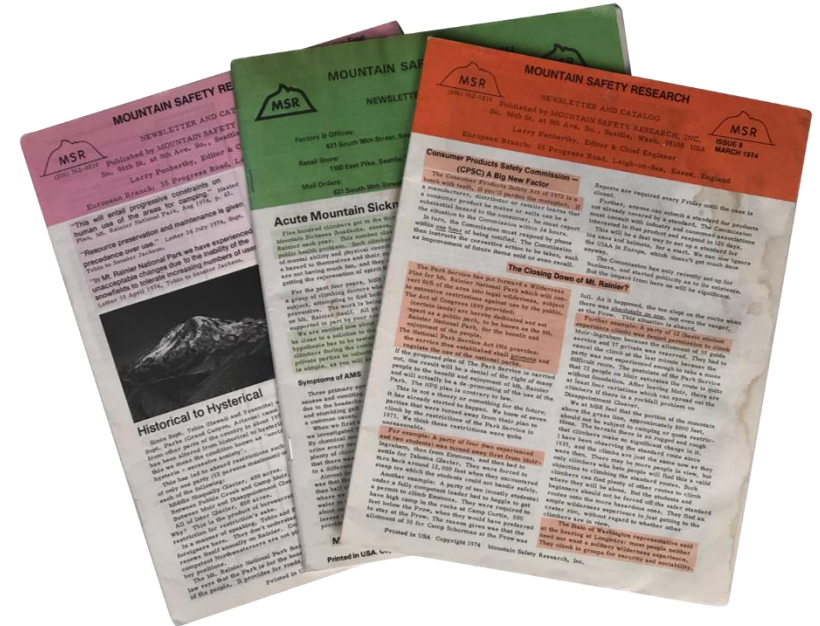
1969



Seattle Engineer Larry Penberthy



Began testing gear



And publishing the results in his *Mountain Safety Research* newsletter



Today, we're still obsessed with creating the most reliable, high-performance gear possible.





Industry-Changing Innovations Over the Decades



1970

Eagle Ice Axe
Safer aluminum
shafted handle



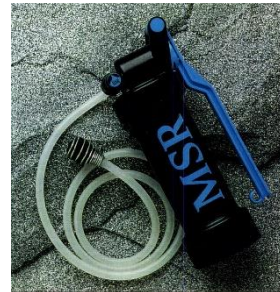
1973

Model 9 Stove
First remote-burner
camp stove



1984

WhisperLite Stove
Legendary icon of
outdoor adventure



1991

**WaterWorks
Microfilter**
Set a new standard
for water treatment



1995

Denali Snowshoe
First injection-molded
plastic snowshoe



2004

Hubba Hubba Tent
Most imitated, bestselling
backpacking tent



2007

**Reactor
Stove System**
World's fastest
all-condition
stove system



2016

Guardian Purifier
World's most
advanced
portable purifier

In 1981, REI purchased MSR and owned the brand for two decades



MSR Brand Promise

For people who understand that superior gear unlocks greater adventures, MSR engineers & manufactures the most reliable, functional and innovative equipment for outdoor life.

Water Lab with Staff Scientists



Stove Burn Testing



In-House Manufacturing



Design Tenets:

SIMPLE, FUNCTIONAL, RELIABLE

Durable, easily repaired,
long-lasting gear is more
SUSTAINABLE





MSR CUSTOMERS



NEW USER

Must buy everything
Not specialized yet
Low price per product

Simple, Easy
Not an expert
Some replaced quickly
Some retained



DEDICATED USER

Pinnacle
Carry everything on your back
Remote

High Performance
Lightweight
Packable
Specialized



FRONTCOUNTRY CAMPER

Vehicle Supported
Basecamp for adventures

Large Capacity
More Room
Bigger
Group oriented



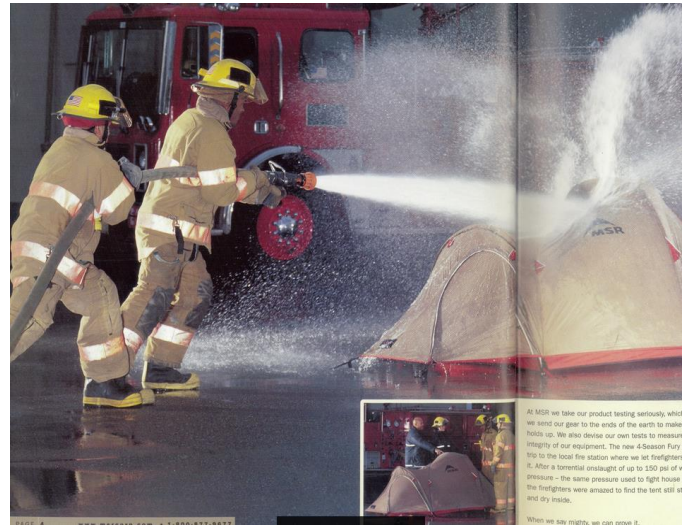
MSR Tent Promise

High-performance shelters built of durable materials, precision detailing and industry-pushing technologies—each tailored to a specific type of adventurer or activity.

1973



2002



2018



R&D IS IN OUR DNA



Technology Leader in Tents

- Engineered components and details
- Used the hub design to bring comfort to ultralight designs
- Hubba Hubba longtime bestselling backpacking tent in Europe



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H.U.B.™



REMOTE™ SERIES



ACCESS™ SERIES



ADVANCE PRO™ 2



CARBON REFLEX™ SERIES



FREEITE™ SERIES



HABITUDE™ SERIES



HUBBA NXT™ SERIES



ZOIC™ SERIES



RENDEZVOUS™ SERIES



FRONT RANGE™ SERIES



ELK™ SERIES



PRO BIVY™

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ALL-SEASON

BACKPACKING

FRONTCOUNTRY

MINIMALIST



THRU-HIKER
MESH HOUSE SERIES



THRU-HIKER
WINGS SERIES



E-BIVY™