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For Immediate Release

## GET OUTDOOR READY AT TORPEDO7'S INNOVATIVE NEW STORE

Outdoor specialists, Torpedo7, have launched their newest store at Westfield Newmarket today.

Showcasing innovative retail design, the new Torpedo7 store has opened its doors to reveal a specially curated selection of adventure gear and apparel set to kit out Kiwis ready to take on the outdoors.

Torpedo7 CEO, Simon West, says, "We've carefully crafted this space with a selection of gear to support Kiwis getting out there and lead a healthy lifestyle."

"The store will still feel like Torpedo7 but will showcase our outdoor offering like no other location. Outdoor enthusiasts can custom build bikes with the Trek Project One space, or select an e-bike for getting around the city."

Not only about encouraging New Zealanders to get out there, The new Torpedo7 store encompasses sustainable touchpoints within the retail design. The new store includes recycled materials in the store design and development process, with repurposed single-use plastic bags transformed into counter top panels.

The store makes the most of new technology, with an augmented reality app that provides a 3D model of tents that customers can walk into and see their scale applied to a real life situation.

The app will initially feature eight different tent models that Torpedo7 staff will be able to share with customers, highlighting the key specs, features and benefits of each model.

The Torpedo7 Newmarket store is a curated space offering a unique in-store experience for customers. Striving to make the outdoors accessible, the Newmarket store brings the outdoors inside, featuring living plants, life-like vegetation, artificial grass flooring and eye-catching digital displays creating a sense of the outdoors in the mall.

A large range of premium outdoor apparel, such as Mons Royale and Torpedo7's own range is also stocked in-store.

Visit the new Torpedo7 store from 9:00am today at Westfield Newmarket.

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**About Torpedo7:**

Part of The Warehouse Group, Torpedo7 Group has 18 stores nationwide.

We live and breathe outdoor sports, and we're passionate about helping our customers do the same. Because our people use our products themselves, we can help our customers choose exactly the right gear – and then we'll "see you out there."

For more information, imagery or interview requests, please contact:

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