

Torpedo7

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Media release

Torpedo7 gears up in Napier



Pictured: Torpedo7 Napier. Images can be downloaded [here](#)

Kiwi outdoor adventure store, Torpedo7 has opened the doors to its first store in the Hawkes Bay, at the new shopping precinct on the corner of Prebensen Drive and Ford Road.

The spacious 1200m² store fitout is the first of its kind to feature a refreshed look designed to bring the outdoors in. Locals with a keen eye will notice the store features imagery of several outdoor hotspots across the Hawkes Bay region.

The store will offer the full range of Torpedo7 adventure gear, including bike, snow, water, camping, clothing, and fitness.

Torpedo7 CEO, Simon West says the team is excited to open its doors in a city so passionate about the outdoors.

“We know that Napier is a unique destination for outdoor adventure and we’re thrilled to be able to equip locals and tourists alike with the gear they need to make the most out of the natural wonders of the area.”

Torpedo7 Napier store manager, Todd Donaldson, says the team of outdoor enthusiasts includes river rafters, trekkers and mountain bikers who are looking forward to sharing their passions with customers.

“Many in the team have spent years exploring the region – whether it’s Waipatiki Beach, Te Ana Falls or the Ahuriri Loop, chances are they’ve done it and will be able to make sure those who visit the store will be set for their next adventure.”

The new Torpedo7 store will also feature a specialist onsite bike workshop – providing gear repair, safety checks and maintenance services. The fully qualified bike mechanics have been specifically trained to attend to all bike-related needs.

The store will employ 16 team members, including two bike mechanics.

Torpedo7 Napier will be open 7 days a week 9am – 6pm.

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For more information, please contact Ben Webber:

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About Torpedo7:

Torpedo7 is New Zealand's top outdoor adventure store, with 22 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". Torpedo7 is a subsidiary of The Warehouse Group, which comprises six market-leading retailers - The Warehouse, Warehouse Stationery, The Market, 1-day and Noel Leeming. The Group's vision is to build New Zealand's most sustainable, convenient, and customer-first company, with our people, customers, communities, and the environment at the heart of our business. Over the years, the Group has raised over 50 million dollars for New Zealand communities, and in 2019, was the first larger organisation in New Zealand, and third major retailer globally, to go carbon zero. To find out more, visit www.thewarehousegroup.co.nz