



—Overland Gear

BE BRAVE, EXPLORE BRAVELY



勇敢享受世界

BE BRAVE, EXPLORE BRAVELY

Brave Souls Carry Their Own Light

ARCANE WARRIOR was born from a deep respect for courage. True adventure begins with fearlessness—it's something you prove with every step forward.

Whether it's rugged mountain trails, rushing rivers, wide open grasslands, or endless starry skies, we invite you to walk this path with ARCANE WARRIOR, to experience the wild, the raw, and the untamed beauty of nature.

Courage isn't just a thought—it's a way of living. It's standing tall in the face of challenges, breaking free from limits, and embracing the pure spirit of freedom and exploration. We are the warriors of our own journey, always pushing beyond. Because the real meaning of life isn't in staying still—it's in setting out. Out on the road, we witness the most breathtaking sights, feel the fire of adventure, stand in awe of the world's wonders, and hold onto moments that stay with us forever. May the spirit of ARCANE WARRIOR shine like the stars above—lighting your path, fueling your passion, and filling you with endless courage.

Here's to an unbreakable will, a fearless heart, and the spirit of warriors who dare to dream. Now, let's go. The world is waiting.

Brand Story

Global Operations

Our global operations have expanded to over 17 countries, providing high-quality automotive outdoor gear to international markets.



Key Client Partnerships

We have established official collaborations with well-known automotive brands, including BYD, Toyota, Ford, GWM and Nissan.



Official Collaboration – Toyota

Toyota LC250 China Premiere

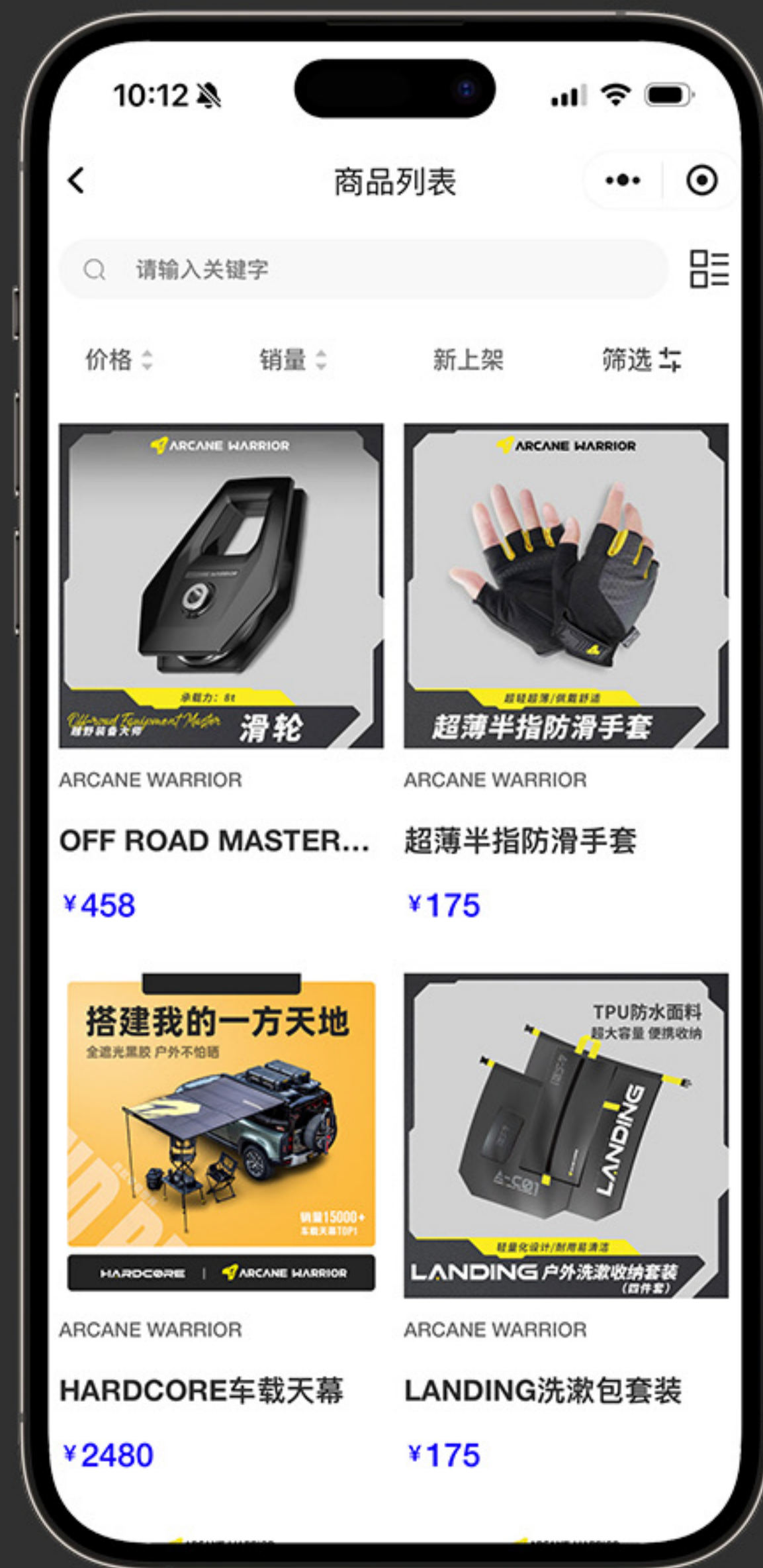
AW was the official designated partner brand for the China premiere of the Toyota LC250. The vehicle was showcased in over 1,000 4S dealerships nationwide and also featured on the official Toyota app.



Official Collaboration – Ford

Launched on the Ford Official Online Store

AW partnered with Ford Beyond to feature products on their official app store.



Official Collaboration – GWM

GWM X Arcane Warrior Collaboration



Co-Branding Partner at the Chengdu Auto Show



Debuted at the 2024 Alashan Hero Rally



Official Event of Beijing Tank Brigade

Official Collaboration – Fangchengbao

Co-creating Mountain Legends Series

AW partnered with Fangchengbao to co-create a special edition of the Mountain Legends series, which was first unveiled at the Beijing Auto Show and nationally released on Father's Day. This marked a groundbreaking collaboration between an automotive gear brand and an original equipment manufacturer (OEM)



Global Exposure



Seven Major Product Series

We have laid out seven major product series, covering a wide range of outdoor gear and fully penetrating the automotive aftermarket.

01
VEHICLE EXPANSION

02
AUTO CAMPING

03
OUTDOOR STORAGE

04
INTERIOR STORAGE

05
MERCHANDISE

06
RECOVERY

07
OUTDOOR APPAREL

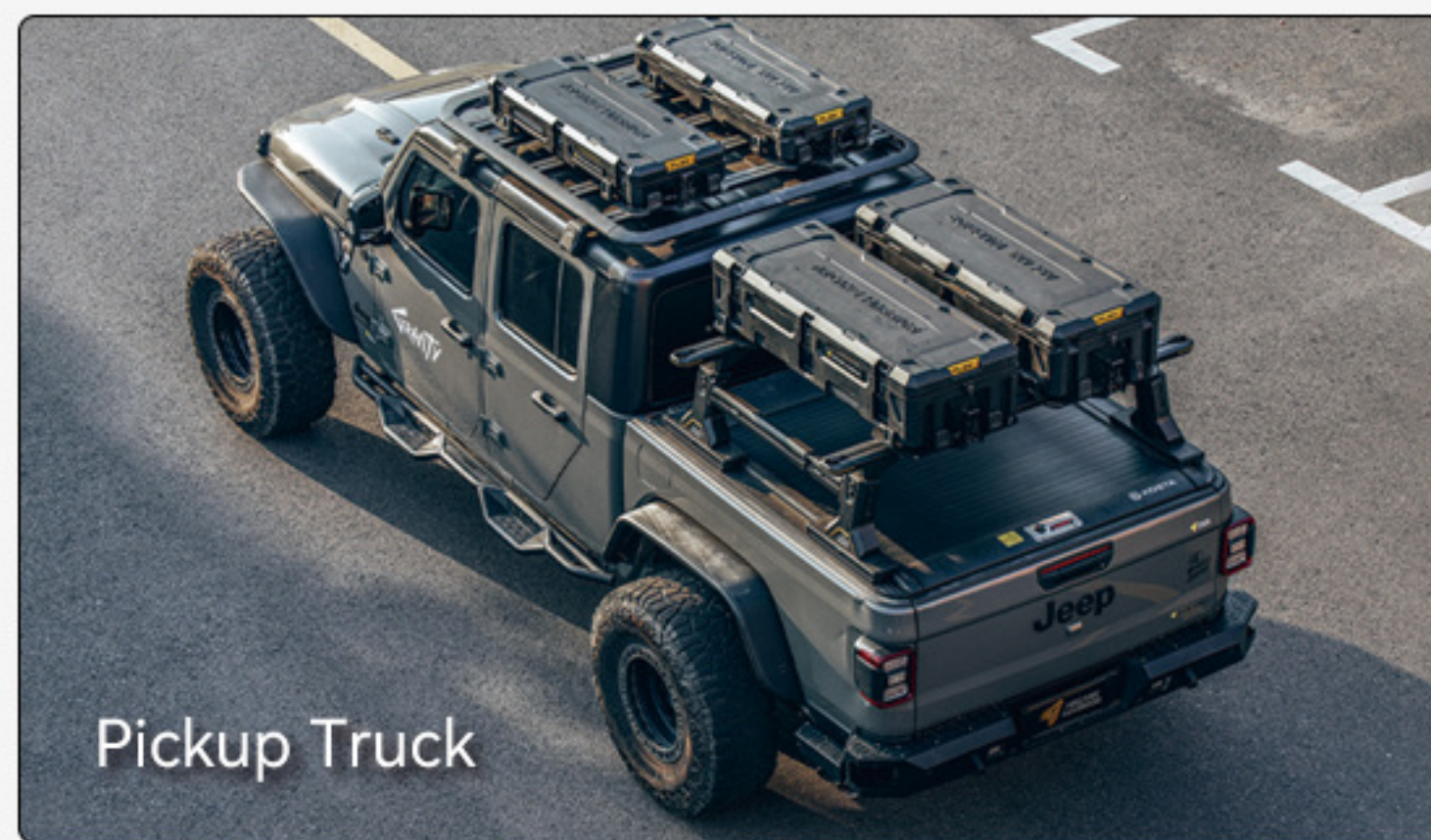
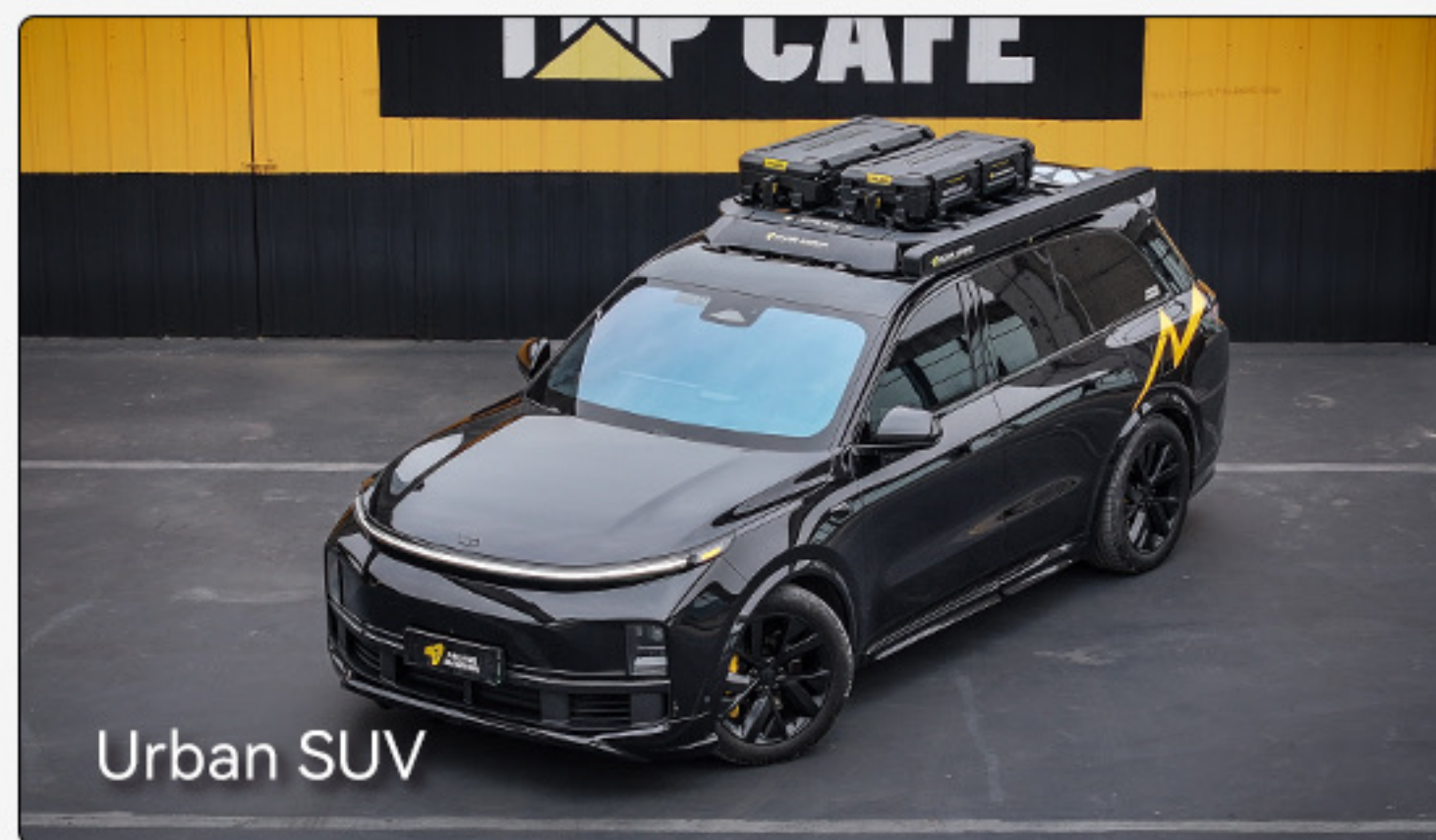
Roof Platform System

AW offers a wide range of vehicle models, including off-roader, pickup, EVs, and wagon, etc.
With over 200 models available, these vehicles are designed to meet various driving needs and travel scenarios.

200+
models available



Compatible With Six Vehicle Types

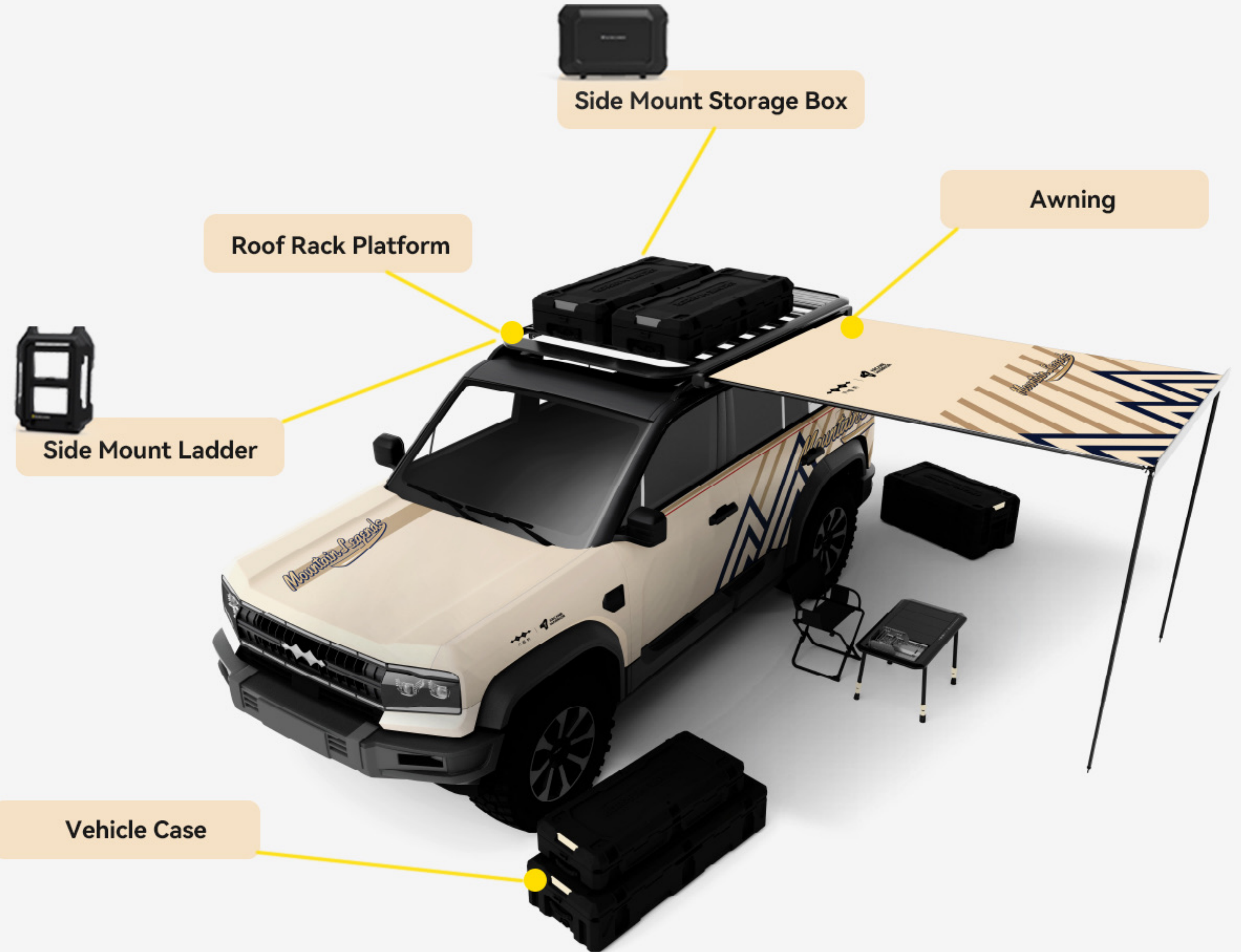


Example of Roof Platform Setup

Equipped with:
Roof Rack System

Equipped with:
Automotive Camping System

Equipped with:
Outdoor Storage System



REVOLVE PIVOT MASTER X90 Roof Rack Ladder

Protect Your Ride – Climb with Confidence

Built with a smart rotating design and a unique fold-out support system, this ladder touches the ground—not your vehicle. That means zero damage, no scratches, and a worry-free setup every time.

80%

Less Wind Resistance

Rotating Power – Original Patented Pivot Technology



REVOLVE PIVOT MASTER X90

Roof Rack Ladder



CROSSING Side Mount Ladder

"Parallel Traverse" typically refers to movement across different parallel universes, involving shifts through space and time.

"Shaped by the Mountains" – Original Design an exclusive collaboration with Toyota and Fangchengbao, embodying rugged aesthetics and adventure-ready innovation.

Dual-Fold Dynamic Pivot Effortless Rooftop Access Like Never Before

AW's innovative pivot structure seamlessly integrates a dual-fold design, allowing the ladder to deploy in one smooth motion. Simple, efficient, and effortless—making rooftop access easier than ever.

ADC-12

Die-Cast Aluminum Alloy

Premium Electrostatic Coating Ignite Your Outdoor Spirit

Finished with a high-performance powder coating, this enhances the ladder's durability and texture, built to withstand every adventure.



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STORM Side Mount Storage Box

Inspired by Classic Expedition Vehicles. The design retains the iconic boxy structure, combining the sharp contours of a rugged off-road vehicle with a modern, powerful aesthetic. This blend reflects the spirit of adventure, strength, and exploration, making it truly unique.

Double-Layer Protection – AW's Shell Evolution

The shell is crafted with a double-layer material for enhanced strength, featuring a PC+ASA exterior that offers superior UV resistance, built to withstand the harshest weather conditions.

PC+ASA
External Material

PC+ABS
Internal Material

Internal Secured Dividers – Safe and Reliable Storage

The storage box features a unique internal design with a barrier structure, ensuring that items are securely stored and remain stable during travel, preventing tipping or shifting.



STORM Side Mount Storage Box



FLEX Vehicle Case

Fourfold Protection

Available in multiple models with outstanding outdoor performance—waterproof, dustproof, shockproof, and theft-resistant.

Quick-Release Convenience

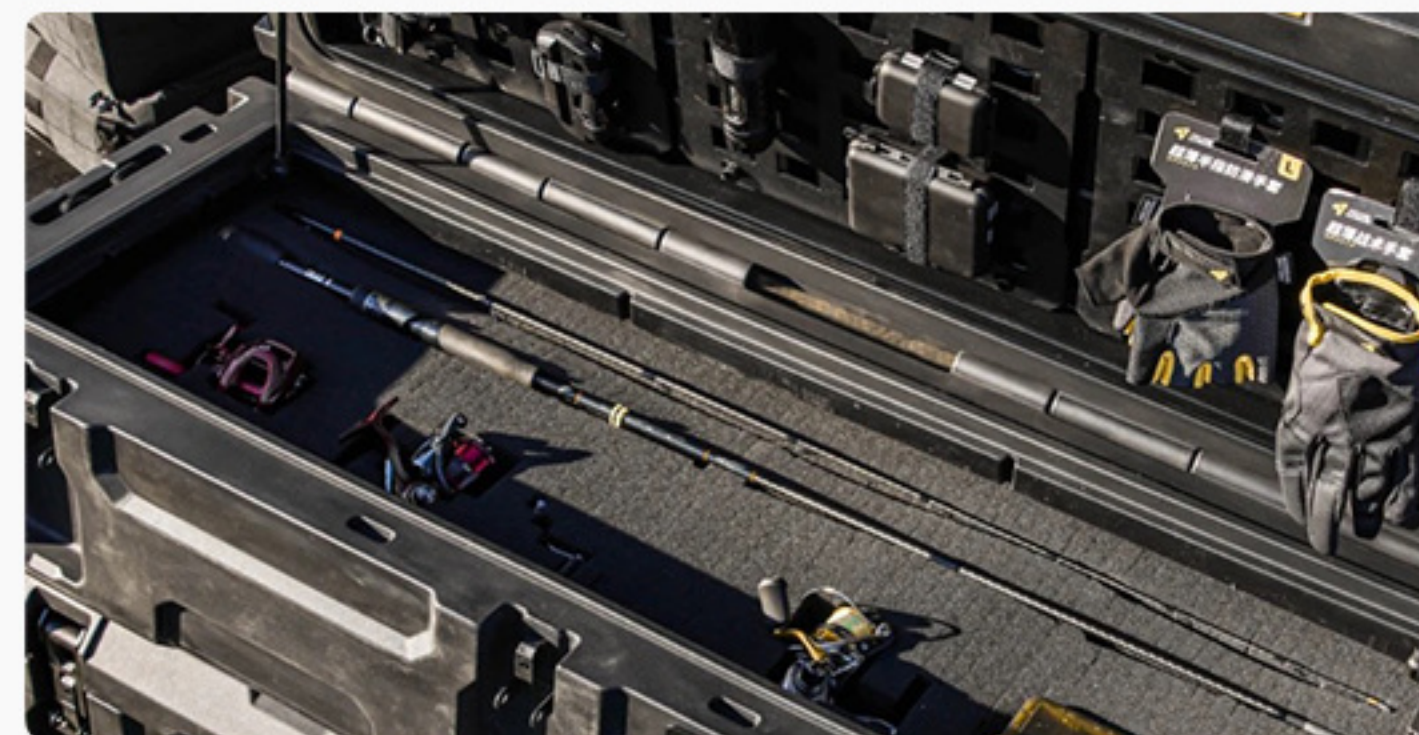
Optional PRO quick-release base integrates anti-theft and quick-detach functionality for enhanced security and ease of use.

Versatile Accessories

Pre-designed mounting points allow continuous expansion with accessories such as extension panels, dividers, and foam inserts.



FLEX Gear Box



Tide 1000 Outdoor Vehicle Mounted Duffle Bag

IPX8 Waterproof Rating

Ensures superior waterproof performance, with the ability to withstand up to 4 meters of water depth for 60 minutes. Supports multiple loading modes for versatile use.





ULTRA RIDGE Truck Rack

It breaks traditional design with innovative features that enhance the truck's appearance while meeting the needs of outdoor enthusiasts who enjoy minimalist camping.

High Load Capacity

It can carry a wide range of outdoor gear such as platforms, storage boxes, tents, bicycles, and more.

Wide Range of Accessories

The vehicle offers multiple slots, allowing compatibility with many accessories and tools available on the market.

Truck Bed Solutions

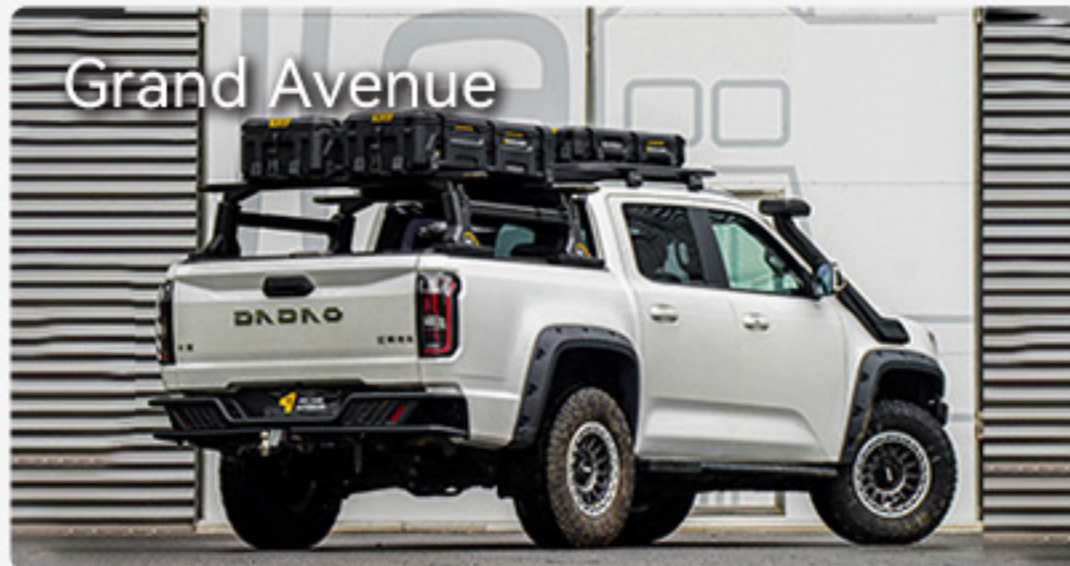
Ford Raptor



Toyota Tundra



Grand Avenue



Jeep Gladiator



GWM Cannon Alpha



GWM Poer



Ford Ranger



Ram T-REX



Multiple Pickup Truck Upgrade Solutions

Compatible with Hardshell Roof Top Tent



Compatible with Outdoor Vehicle Cases



Compatible with Bike Racks



VIZOR Roof Rack

The world's first base with a visually interchangeable rack, combining flexible customization and design to provide a more efficient roof expansion solution.

Cool Mask Gear – More Than Just Equipment

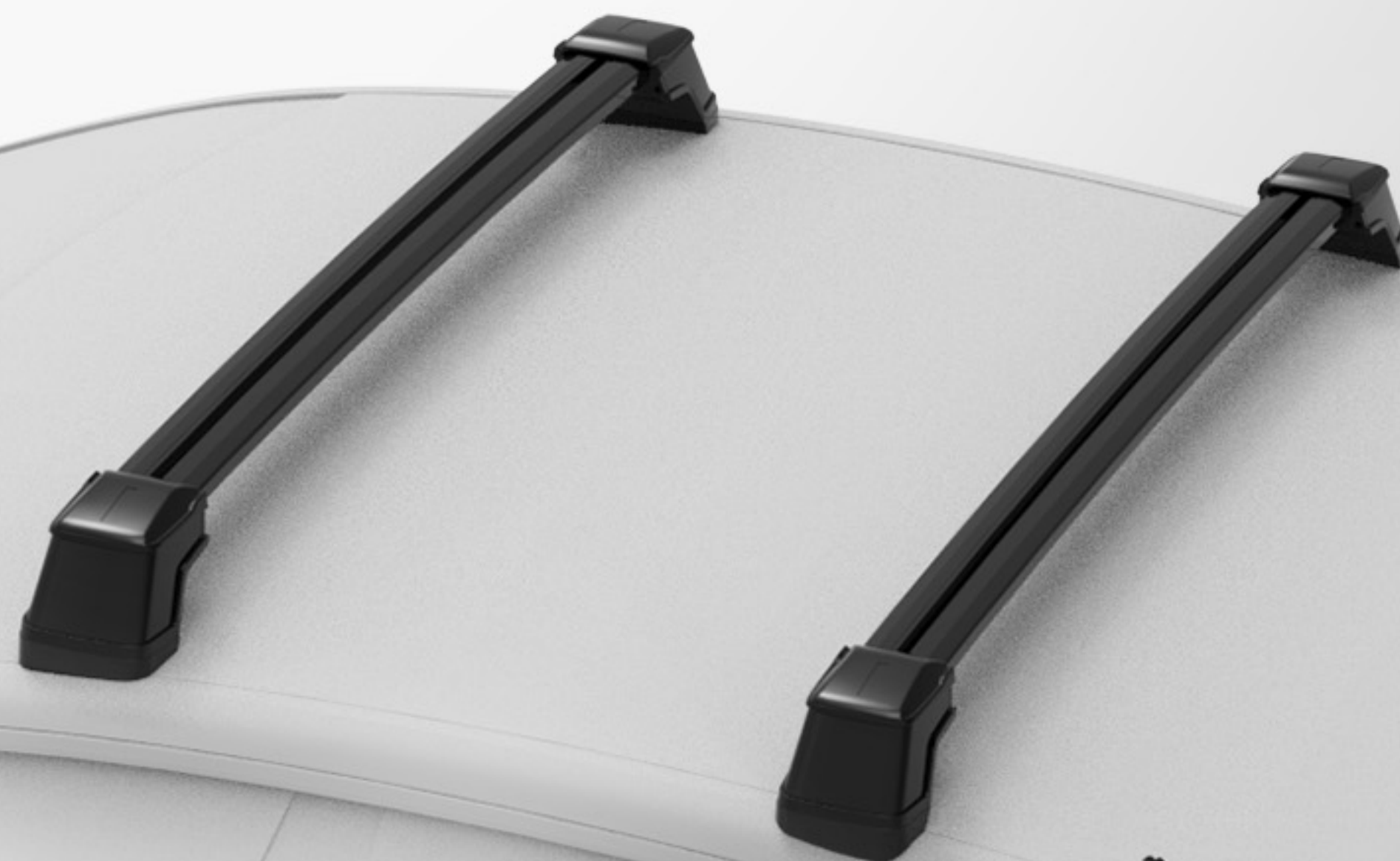
The innovative design of the base brings multiple options, allowing easy disassembly and DIY replacement. It showcases a rich, personalized visual style and adapts to various occasions.

Stability Starts with a Solid Base

The base is constructed using a combination of ADC-12 aluminum alloy and PC+ABS materials, ensuring a solid build with excellent durability.

Silicone “Soft Armor” – No Hard Hits

The base features a custom silicone footpad, which effectively protects the vehicle's body structure while significantly relieving load pressure, ensuring a stable and secure fit.



VIZOR Roof Rack



VERTEX 5000 Cargo Box

Seamless integration of the lid and base

Seamless Design Concept

When closed, the box maintains a clean and streamlined look with no excessive protruding edges.

Automotive Lifestyle Aesthetics

Infused with the spirit of collectible design, this creation merges performance-inspired styling with a bold departure from traditional cargo box visuals, embodying a dynamic fusion of power and innovation.



Compatible with Multiple Vehicle Models



Tesla Model Y



NIO ET5T



Audi A6 allroad



Audi A4 allroad



Volkswagen CC Shooting Brake



Zeekr 001

AUTO CAMPING



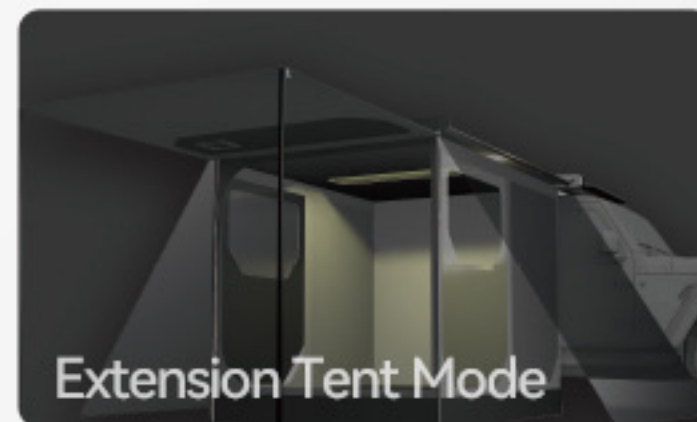
HARDCORE Awning

FRU Retraction Patent

The world's first automatic retractable awning, designed to deploy and retract in just 5 seconds, offering superior storage efficiency and ease of use.

Awning Ecosystem Mode

Various deployment configurations to meet different automotive camping needs.



HARDCORE Awning



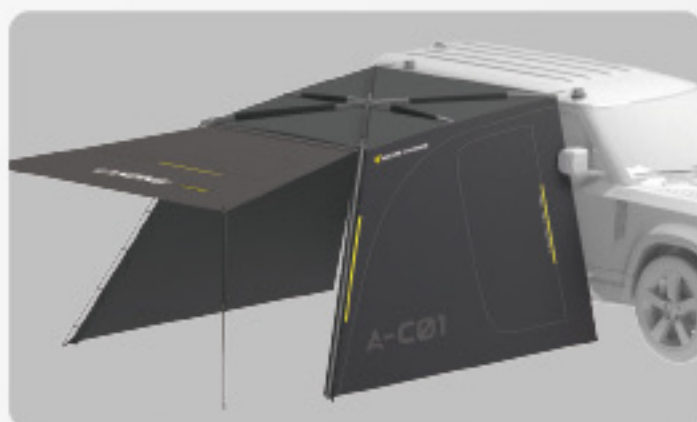
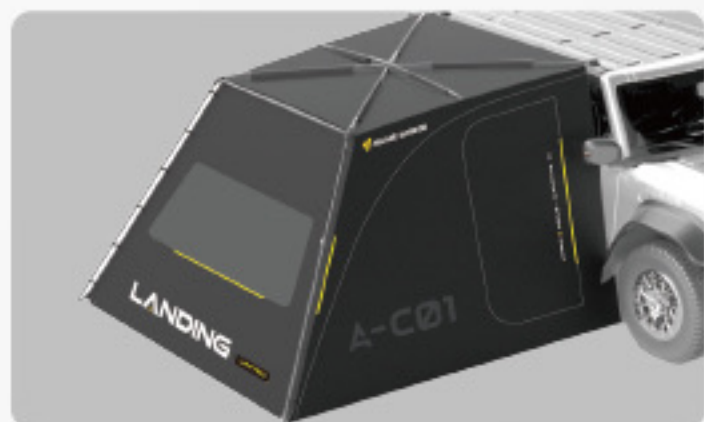
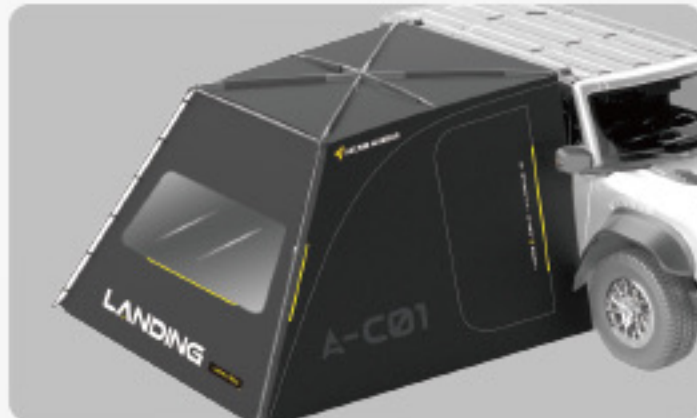
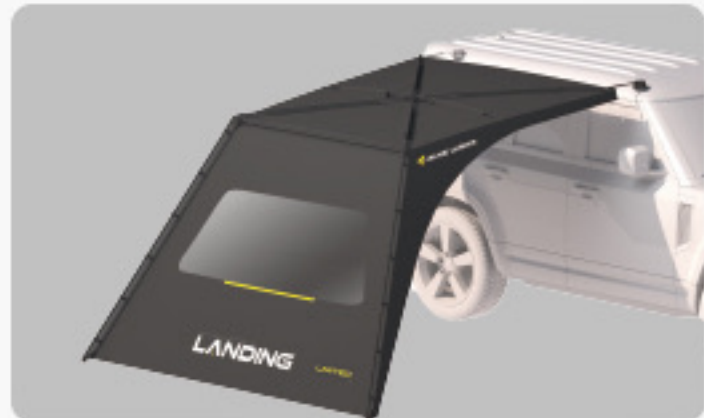
LANDING Side Awning

The Perfect Entry-Level Choice for Car Camping

With multiple versions available, tailored to meet various user scenarios, this entry-level product is designed to provide the ideal camping experience.

Versatile Configurations for Every Adventure

Switch between single awning, front extension, skylight, and fully enclosed modes to adapt to any outdoor scenario. This flexible setup is designed to enhance your outdoor experience.



LANDING Side Awning



LANDING Hardshell Roof Top Tent

Advanced Car Camping - The Mobile Mansion

With a spacious interior that comfortably fits a family of three, the hardshell rooftop tent offers a roomy and airy feel, making every corner bright and spacious. Enjoy the comfort of your very own mobile mansion on the go.



LANDING Slimline Hardshell Roof Top Tent

Outdoor Mobile Home

With a 3-second setup, it easily accommodates two people. The spacious and bright interior provides a comfortable resting space for your outdoor camping adventures.



LANDING Hardshell Roof Top Tent



LANDING Magnetic Camping Table

Magnetic Attachment, IGT Series Compatible

Expand your camping possibilities with versatile setups that cater to all your needs. The removable design provides flexible storage options, while the multiple magnetic locks keep everything securely in place—your first step to a stylish, customized camping experience.



LANDING Folding Chair

5-Second Fold, Quick Storage

Open and set up in just five simple steps. With a quick Velcro design and automatic retractable structure, the foldable backrest makes storage effortless. Once folded, it becomes more compact for easy carrying and organization.



LANDING Magnetic Camping Table & Folding Chair

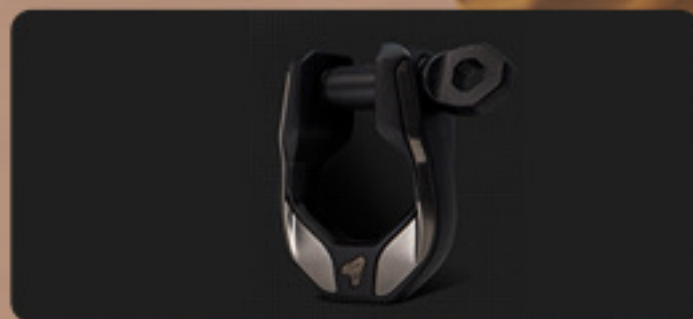


A Wide Range of Vehicle Camping Gear



Recovery

The recovery gear goes beyond just vehicle recovery, offering a comprehensive range of rescue gear designed to provide full safety support for various outdoor scenarios.



Merchandise

Cultural merchandise extends the brand's influence, further strengthening the emotional connection between the brand and its users.



Exclusive Dealer Benefits

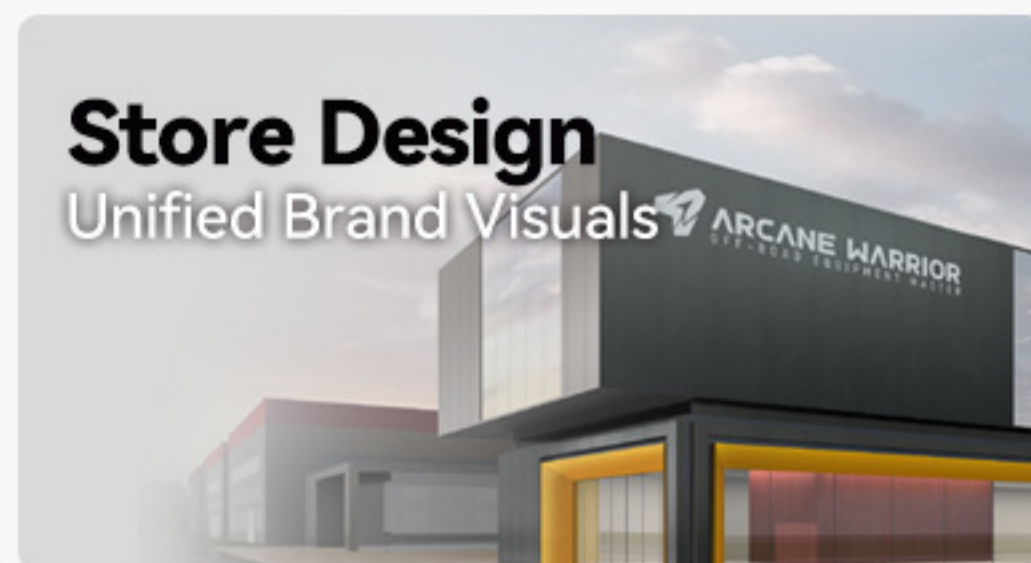
Brand Empowerment

AW Global Brand Influence



Store Design

Unified Brand Visuals



Marketing Strategy

Project Planning Assistance



Livestream Studio Incubation

Full-Scale Operations Guidance



Partner Training

Regular Online and Offline Sessions



AW+Co-Branding

Deep Collaboration
& Mutual Growth



Customer Acquisition

Online Traffic Generation



Unified Management

Systematic Rewards & Penalties



BE BRAVE. EXPLORE BRAVELY

RECRUITING OVERSEAS DISTRIBUTORS FOR INQUIRIES AND MORE INFORMATION

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THANK YOU !

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