



A Perfect Match: VICKYWOOD x Red Bull X-Alps

VICKYWOOD, a brand of WINCH Industry GmbH from Augsburg, is proud partner of Red Bull X-Alps 2025 & 2027.

Gersthofen (DE) & Fuschl am See (AT), May 26, 2025. VICKYWOOD, specialist for roof tents and outdoor equipment with an adventure gene, is now proud partner of Red Bull X-Alps. The Bavarian company WINCH Industry, based in Gersthofen near Augsburg, is supporting the next two editions of Red Bull X-Alps adventure race as an official partner with its outdoor brand VICKYWOOD. VICKYWOOD is the first manufacturer of roof tents to become a sponsor, which is particularly pleasing for the company. The partnership, which is contractually fixed until 2028, marks a significant chapter for VICKYWOOD and unites two brands that are equally synonymous with a spirit of adventure, pioneering spirit and, last but not least, endurance under extreme conditions.



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Red Bull X-Alps is the toughest adventure race in the world. 33 top athletes attempt to cross the Alps as quickly as possible - across several countries. The athletes are only allowed to travel on foot or by paraglider. The choice of route is largely left to the athletes themselves; only fixed Turnpoints must be passed. Choosing the right route and a good understanding of the

wind and weather are crucial. This makes Red Bull X-Alps not only a physical challenge, but also a strategic one. Under the most extreme conditions, the top athletes cover up to 150 km and up to 4,000 meters of altitude every day.

"Red Bull X-Alps are far more than just a race - at their core, they embody the spirit of adventure, endurance and closeness to nature. For VICKYWOOD, this partnership is therefore a matter close to our hearts and a strategic milestone - because we share these values personally, but also with regard to our product



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portfolio: Our products, from rooftop tents to camping equipment and water tanks, stand for freedom, self-determination and the desire to discover the world. As a supplier for mobile outdoor living, we reach an international, adventure-hungry target group via Red Bull X-Alps, who also share these values and for whom our products form the basis for a home away from home. This collaboration not only opens up a stage for us in the world's toughest adventure race, but also a strong basis for future formats, product developments and community activations in the outdoor and sports sector.

"We are delighted to be a long-term part of this extraordinary project with VICKYWOOD and have therefore already signed up as a sponsor until 2028." Daniel-Amadeus Bader, Head of Marketing

Red Bull X-Alps takes place every two years. VICKYWOOD is a sponsor of the next two editions in 2025 and 2027. Among other things, the official support vehicles, three Amaroks from VW Commercial Vehicles, will be equipped with the BAOBAB AIR 135 air roof tent and two new TEAK 135 hybrid roof tents from VICKYWOOD. The vehicles will be used for official race support, for example to transport equipment, mobilize journalists, the video and photo crew and the medical team. The athletes will also come into contact with the VICKYWOOD roof tents in the run-up to and during the race. The VICKYWOOD brand will be represented at the start and finish of the race, and you can also follow the race via 3D Live Tracking on redbullxalps.com and on social media (@redbullxalps) as well as on the VICKYWOOD channels & website.



Red Bull X-Alps 2025 starts on June 15 in Kitzbühel and ends on June 27 in Zell am See. VICKYWOOD will be represented with a stand both at the finish and at the start. It will also be at the spectacular first Turnpoint on the Hahnenkamm. This will probably

be the first time the athletes start with the paragliders.

About the event: <https://www.redbullxalps.com/int-en>

About the WINCH Industry GmbH

WINCH Industry GmbH, based in Gersthofen near Augsburg, has been developing pioneering product solutions for the outdoor, automotive and industrial sectors since 2013. With a deep understanding of the requirements of professional users, brands and products are created that impress with their technical quality, practical relevance and design clarity.

The company identifies potential in established and emerging markets at an early stage and transforms it into innovative, customer-oriented solutions - from product development to sales. In close cooperation with a Europe- and Asia-wide network of manufacturing, technology and sales partners, WINCH Industry realizes market-ready innovations that set new standards.

As a **strategic OEM partner**, reliable **B2B supplier** and driving force for future-oriented product development, business partners benefit from over a decade of market experience and a large number of successfully completed customer projects.

The own brands **VICKYWOOD** (roof tents & camping equipment), **LTPRTZ** (LED lighting systems) and **ANTWINCH** (winch solutions) as well as the sales platform **seilwinden-direkt.de** form the heart of the group. Each of these brands stands for a clear application focus, for durable technology and for the endeavor to create sustainable value - along the entire value chain.

WINCH Industry stands for partnership-based thinking, courageous product development and the power to continuously reinvent itself.

Further information: www.winchindustry.com

About VICKYWOOD

VICKYWOOD is a brand of WINCH Industry GmbH and is one of the **leading manufacturers of innovative roof tents and camping accessories** in Europe. Founded in 2020 in Gersthofen near Augsburg, the company combines a thirst for adventure with functional design and sustainable quality - for mobile freedom with comfort.

The team behind VICKYWOOD consists of nature-loving outdoor enthusiasts who have made it their mission to develop authentic products that bring people closer to nature. The range extends from **folding and hard-shell tents to hybrid and air-supported roof tents** - complemented by an extensive range of accessories such as camping furniture, markers, awnings and water tanks.

With its clear commitment to durability, innovation and a fair price-performance ratio, VICKYWOOD sets standards in the industry. The brand operates its own showrooms - the VICKY VILLAGES - in Gersthofen, Potsdam and, since 2024, in the flagship store in Hanover, where the focus is on advice, inspiration and product experience. In addition, the brand's own rental fleet at the Potsdam and Hanover locations enables practical testing of selected models.

Since 2025, VICKYWOOD has been developing its own roof tent line, which will be developed and produced entirely in Europe - a further step towards regional value creation and sustainability.

Further information: www.vickywood.com



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