

## **AWARD-WINNING PREMIUM ICE CHEST GETS COOL NEW UPGRADE: INTRODUCING NEW OUTFITTER 55-QUART V2 BY CANYON COOLERS®**

### ***The Perfect Balance of Size, Strength and Innovation for Every Adventure***

Flagstaff, AZ — Canyon Coolers® is proud to announce the newest addition to its completely revamped desert-inspired Outfitter Series, the newly enhanced [Outfitter 55-Quart V2 Cooler](#). The ice chest is an evolution of the company's most popular model designed for adventurers who demand only the best from their gear. Born in the Arizona desert and raised in the depths of the Grand Canyon, the Outfitter 55-Quart V2 Cooler has been meticulously engineered to deliver peak performance in extreme environments, making it the perfect travel companion on any excursion outdoors.

Named the *Best Adventure Cooler of 2024 by the New York Times*, the Outfitter 55-Quart V2 Cooler builds upon the legacy of the classic Outfitter with strategic upgrades that make it better in all the right places. The Outfitter 55-Quart V2 incorporates upgraded oversized latches that are now built from a premium, sun-resistant polymer, offering a more luxurious cam action that's easy to operate (even for smaller hands or when wearing gloves). Leaks are a thing of the past thanks to the cooler's new dual-action drain which features a large outer plug for quick water dumps, plus an inner plug which can be directly fitted to a garden hose for draining the cooler while keeping it securely mounted.

Weighing just 26 pounds, the new Outfitter 55-Quart V2 Cooler is the perfect mid-sized option for smaller parties embarking on big adventures. The cooler boasts superior ice retention of a true rotomolded cooler and is built for those who need dependable ice retention during extended 4–5-day trips.

The new Outfitter 55-Quart V2 Cooler is constructed with bombproof roto-molding with environmentally-friendly pressure-injected foam insulation for keeping your contents ice-cold for days. Its molded-in unbreakable aluminum hinge, family-friendly FAT CAM latch and 2-inch tie-down slots ensure that your cooler is both secure and accessible, even when tied down. Its sleek, square-wall design and recessed latches makes packing extremely efficient and conserves space in tight places. Plus, its premium soft-touch, air-tight seal provides superior insulation far beyond the standard wiper blades used by others. The cooler also features a UV40 to UV50-rated outer shell, which means it's designed to outlast 40-50 years of sunshine and still look and function like new.

Users can even customize the cooler their own way with optional accessories such as an extra-thick and rubber-dipped basket, or a divider that doubles as an in-cooler cutting board or table, adding even more functionality to their adventure gear. Cooler pads are also coming soon (sold separately), so users can sit comfortably on top when it doubles as a seat.

The new Outfitter 55-Quart V2 Cooler is available in four colors: Sandstone, White Marble, Azure Blue and the new Sage Green. The cooler is now available for purchase at [canyoncoolers.com](#). Canyon Coolers offers its legendary no-hassle lifetime warranty, which means if you do manage to damage or break something, parts are free for life.

### ***About Canyon Coolers***

Flagstaff, AZ-based Canyon Coolers is dedicated to producing purpose-built, unique, ultra-durable high-performance coolers and ice chests for extreme adventures in the most demanding environments. Originally developed for river rafters venturing on multiple day trips, the company has developed and refined their cooler designs with enhanced seals, latches and other innovations while maintaining heavy-duty durability and insulating capabilities. Each product is engineered with meticulous attention to detail, ensuring the highest quality and functionality. Today, Canyon Coolers are regularly used by hunters, anglers, rafters, whitewater SUP users, outdoor enthusiasts — and essentially anyone whose adventures are fueled by seriously cold refreshments. Canyon Coolers is committed to enhancing outdoor experiences and supporting the community with products proudly Made in the USA, its VIP lifetime, no-hassle free parts warranty and genuine customer service. Learn more at [www.canyoncoolers.com](#).