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CANYON COOLERS® UNVEILS THE NEW 35-QUART V2 COOLER: COMPACT PERFORMANCE FOR BIG ADVENTURES

Flagstaff, AZ — Canyon Coolers® is proud to announce the next generation of its desert-inspired, award-winning ice chest – the new [Outfitter 35-Quart V2 Cooler](#). Born in the Arizona desert and raised in the depths of the Grand Canyon, the 35-Quart V2 ice chest is designed to deliver rugged durability and exceptional ice retention in a compact size that's perfect for the modern adventurer.

The new 35-Quart V2 is just the right size for vehicles like Jeeps, Broncos and Subarus, where space is limited. In fact, its straight-wall design and recessed latches makes packing extremely efficient, ensuring no wasted space. Built to handle weekend getaways, rowdy game days, or multi-day adventures, this handy cooler is a must-have for anyone who needs reliable cold storage on the go. While the cooler may be small, the 35-Quart V2 delivers serious performance, with ice retention lasting multiple days thanks to its incredible insulation, airtight seal, and robust latching system.

Engineered for extreme conditions, the 35-Quart V2 ice chest features a one-piece bombproof rotomolded construction, ensuring a lifetime of durability and performance. Like all the new Outfitter V2 Series coolers, the 35-Quart V2 incorporates Canyon's innovative dual-action drain, which lets users quickly dump water or connect directly to a garden hose for convenient draining. Need ice-cold provisions while on the go? The cooler's 2-inch tie-down slots provide easy access to contents even while strapped in. 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.

Canyon Coolers has been named "Best cooler for long, tough camping trips" by the *New York Times*, and the new 35-Quart V2 stands up to this legacy, as it's built to meet the needs of them most demanding adventures. With features like environmentally friendly pressure-injected foam insulation, molded-in solid aluminum hinges, and soft-touch wide cam latches, it truly redefines what a compact cooler can do.

Users can even customize the cooler their own way with optional add-on accessories such as an extra-thick and rubber-dipped basket, or a divider that doubles as an in-cooler cutting board or table, elevating the 35-Quart's functionality even further. This versatility, paired with Canyon's legendary Lifetime Warranty, ensures that the 35-Quart cooler is ready for the toughest adventures.

The new Outfitter 35-Quart V2 Cooler is available in four colors: Sandstone, White Marble, Azure Blue, Desert Flower and Sage Green. The cooler is available for purchase at canyoncoolers.com.

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.