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Braxton Creek announces rebrand to Bontrager Outdoors and expanded product lineup

July 25, 2024, Bristol, Ind.—Built on a mission to empower adventurers and nature enthusiasts with the finest outdoor products and experiences, the former Braxton Creek announced its rebrand to [Bontrager Outdoors](#) and plans to introduce new products and features beginning with its 2025 model year.

RV industry veterans Jason and Austin Bontrager acquired the former Braxton Creek brand in early 2023 after founding Skinny Guy Campers and High Ground Outfitters in spring 2020. After extensive research and outreach to better understand the product lineup, evaluating the company's internal operations, and engaging with dealer partners and customers, they decided to rebrand as Bontrager Outdoors to reflect and celebrate their collective experience and legacy in the RV industry as former owners of Jayco.

"We are thrilled to announce this exciting change and new chapter in our company's story," said Jason Bontrager, co-owner and CEO. "With Bontrager Outdoors, our vision is to provide our dealer partners and end-users the best value in the industry from a name that is known and respected. And while this is a big change, it's important to emphasize what won't change – our commitment to quality, affordability and support."

As part of the rebrand to Bontrager Outdoors, the Braxton Creek product line formerly known as Bushwhacker (for 10-12-foot trailers) will now be referred to as its "Small Line," and its former Bushwhacker Plus line (for 15-17-foot trailers) will now be referred to as the "Standard Line." The Radical Line will remain a product now offered under Bontrager Outdoors that has now been broken off into a separate product line of its own.

Bontrager Outdoors will unveil two new additions to its product lineup, along with a number of product innovations and new features, in the coming weeks.

“With a combined 30 years of experience in the RV and overland camping industries, we bring an unmatched passion for the products we offer,” Austin Bontrager added. “We understand what it means to explore, camp, and adventure in the great outdoors – and we know how important our products can be in helping ensure the best experience possible. We’re proud to put our names on these products that reflect our commitment to innovation and quality.”

Previously, Bontrager Outdoors was the name of the holding company for Braxton Creek RV, Skinny Guy Campers, and High Ground Outfitters. With the rebrand of Braxton Creek to Bontrager Outdoors, the name of the holding company is changing to Bontrager Industries.

In the near term, the Braxton Creek website will stay live to continue providing product and support information to dealers and customers. Eventually, it will redirect to the new Bontrager Outdoors [website](#).

About Bontrager Outdoors

Bontrager Outdoors focuses on adventure-oriented travel trailers and teardrop trailers, appealing to a wide market of outdoor enthusiasts. With a best-in-class leadership team and extensive industry experience, the company’s products are known for high-quality craftsmanship, reliability, and innovative designs. The company’s commitment to the Golden Rule—treating customers as they would like to be treated—translates to exceptional customer support and loyalty. Learn more about the company and its product lineup at its [website](#).

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