



FOR IMMEDIATE RELEASE

September 29, 2025

Mustang Survival Expands Innovation Team and Lab, Harnessing AI to Advance Marine Safety

Burnaby, BC — Mustang Survival, part of Wing Group, is expanding its research and development capabilities through a newly formed R&D and Advanced Concepts team with investments in state-of-the-art testing, AI-driven analytics, and global collaborations. Built on decades of problem-solving in the harshest conditions, the company is accelerating the entire cycle — from early-stage research and user engagement, through identifying needs and defining problems, to concept development and commercialization — reinforcing its role as a pioneer in marine safety innovation.



Mustang Survival headquarters: the Waterlife Studio

From military operations and public-safety agencies to industrial sectors and recreational communities such as sailing, paddling, and fishing—Mustang Survival's heritage includes category-defining solutions like the original Floater® Coat, the RATIS™ system and the award-winning Atlas Life Jacket and Elite PFD.

As part of this effort, the company has expanded their on-site laboratory to simulate extreme environments more effectively, enhancing fire-resistance and cold-immersion testing—accelerating learning cycles from concept to commercialization within the Waterlife Studio.



Jill Davidson, Director R&D and Advanced Concepts

“A big unknown piece is how materials behave at different temperatures. Being able to understand these shifts allows us to best address solutions around mobility, insulation, and inflation,” said Jill Davidson, Director R&D and Advanced Concepts, Mustang Survival.

MUSTANG SURVIVAL CORP.

7525 Lowland Drive, Burnaby BC V5J 5L1

604.270.8631



Additionally, as part of Wing Group's broader initiative, the team is applying AI and advanced analytics to accelerate insights from testing and improve material evaluation—supporting faster iteration and more reliable outcomes across programs.

To deepen its research pipeline, Mustang Survival has expanded collaborations with universities across Canada and strengthened relationships with third-party laboratories locally and globally. The team has also secured government funding to advance research and intellectual property development, creating further opportunities for patents.

"By increasing our commitment to R&D and Advanced Concepts, we are dedicated to a long-term, sustainable solution to the problems that our core users face, ensuring Mustang Survival stays on the leading edge of defining innovation within our market and categories," said Kenny Ballard, President, Mustang Survival.

By investing in people, processes, and partnerships—and by testing directly in real-world conditions—Mustang Survival is extending their solutions-driven heritage while building a stronger foundation for future advancements in marine safety.

About Mustang Survival

A pioneer in the design and manufacturing of lifesaving solutions since 1967, Mustang Survival is committed to the protection and enhancement of those who push themselves to extremes on the water, whether for work, duty, or to escape the daily grind.

www.mustangsurvival.com

About The Wing Group

The Wing Group and its companies (Wing Inflatables, Henshaw Inflatables, Patten Company, FabTek Industries, and Mustang Survival) deliver confidence to the world's most demanding marine and aviation users through innovative and high-quality technical solutions – on, over and under the water. The Wing Group is the world leader in inflatable boats, life rafts, flotation, dry suits, and other tactical and survival solutions for recreational, commercial, and military customers.

www.winggroup.com

For further information, please contact:

Sieneke Toering

PR & Communications

Mobile 604-354-1161

Email stoering@mustangsurvival.com

MUSTANG SURVIVAL CORP.

7525 Lowland Drive, Burnaby BC V5J 5L1

604.270.8631