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Robert Irwin Takes on 100 Crocodiles in Columbia's Wildest Product Test Ever

The nature mockumentary spotlights Irwin's action-hero chops as he tests out Columbia's newest spring gear

PORTLAND, Ore.--(BUSINESS WIRE)-- Since debuting its “Engineered for Whatever” brand platform, Columbia Sportswear (Nasdaq: COLM) has pushed its gear to the limits through bold, unexpected outdoor test scenarios. Now, the brand is raising the bar with a surprising spin on a classic nature documentary starring Columbia’s global brand ambassador Robert Irwin.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260512495005/en/>

Robert Irwin seen outrunning several inflatable crocodiles as he puts Columbia's Tellurix Titanium OutDry shoes to the test in Australia.

Filmed in Australia, the [new spot](#) depicts a high-stakes chase through the outback,

with Irwin relying on his wilderness instincts and his Columbia gear to outrun and outwit a massive throng of crocodiles. At the center of it all, Irwin puts Columbia’s Tellurix™ Titanium™ OutDry™ Shoes to the ultimate test and relies on the superior traction, stability, and all-terrain performance throughout the comedic chase. Fans of “Dancing with the Stars” will even see some easter eggs from Robert’s winning performance.

“We’re having a blast bringing ‘Engineered for Whatever’ to life, and Robert’s sense of humor, love for mother nature, and his taste for adventure make him the perfect star for our spring campaign,” said Matt Sutton, Head of Marketing at Columbia Sportswear. “He never holds anything back – wrangling wildlife in the outback, owning the dance floor, or outrunning a herd of rabid inflatable crocodiles.”

“I’ve spent my entire life around crocs, but I’ve never faced a challenge quite like this. I never thought I’d be outrunning dozens of crocodiles in the middle of the Aussie outback,” said Robert Irwin. “I’ve been putting Columbia’s gear to the test my entire life, so when they asked me to help show how it holds up through my unexpected adventures, I was all in!”

To add a sense of intrigue ahead of the global release of the new spot, the team cut several of Irwin’s action scenes to promote a faux film titled “Max Impact.” The stunt got quite a bit of attention across social media and many of his fans were thrilled to see yet another side of Irwin. The fake teaser (seen [HERE](#)) included activations on billboards, a fake website, projections, YouTube channels, and more.

“As we were filming, Robert mentioned how the chases and stunts made it feel like he was at the center of an action movie,” explains Sutton. “We thought he was onto something and

leaned into his 'action hero' idea to introduce the spot. Robert has such a great sense of humor and was excited to play along with the 'trailer' we leaked. And given his incredible talent, we have zero doubts that we're looking at the next Hollywood action star."

The full spot can be viewed [HERE](#) and image assets can be viewed [HERE](#).

About Columbia Sportswear

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories, and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's innovative spirit and passion for the outdoors into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at www.columbia.com.

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