













Brand History

• Starting in 2001:

Slogan:Sunshine in your pocket





From 2009 to 2017:

Slogan: Illuminate your adventure





From 2017 to date:

Slogan:Lighting for extremes







Brand Honor

2023

Winner

Product Design

★ LR60R - Red Dot Award:

★ E03R V2.0 - ISPO Award

★ BC26R - 2023 China Cycle Creative Award Winner

2022

★ Vehicle Emergency

2022: Design Concept

Flashlight - Red Dot Award



★ TK72R - Red Dot

Award: Product Design





2014-2016

★ BC30R - Silver Award in Asia

ISPO (Asia) Award Gold Winner

Outdoor Industry Award and 2015/2016

2015-2016

CL20 - ISPO

Award Winner





2010 ★ TK45 - Design Award 2013 2011 in the first Asia Outdoor 2014 ★ HL10 - "Editor's Choice" 2009 ★ TK35 - "Best in Show" Industry Award 2008 Award by Outdoor Life magazine ★ PD12 - ISPO Award Winner ★ LD01 was named one of Award in 2011 Outdoor ★ The LD20 got the title: ★ L2D Q5 - Silver Award Retailer Trade Show ★ HL30 was named "Best the "Top 10 Travel Gadgets ★ The Best Cycling Gear of "Best LED Flashlight" In National Outdoor Bargain" by Backpacker magazine under \$50" by New York 2013 by Outside magazine Equipment Comprehen-Times newspaper sive Category Award 2021 2016 ★ HM65R-T - IF DESIGN Award: ★ CL25R - ISPO (Asia) Product Design Award Gold Winner ★ PD40R V2.0/HM65R-T - Silver Award in Asia Outdoor Industry Award ★ HL18R-T- Recognition Award in 2017 Asia Outdoor Industry Award

2024

★ LD12R - iF DESIGN Award

★ E30R - Gold Award in Asia Outdoor Industry Award

2018

★ TK35UE 2018 - Red Dot Award: Product Design

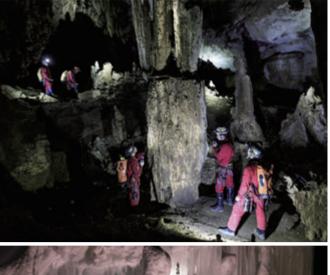
LR40R/HL18R - Silver Award Asia Outdoor Industry Award

























"Captain Qomolangma", "The Hidden Land: Back To No Man's Land In Northern Tibet", and "Doctor Who". As of now, Fenix continues to be a go-to brand for many in the film and television industry.









reinforced by numerous professional product analyses and reviews.







500+ media partners jointly publish the latest Fenix news!



















Fenix is a significant member of various global outdoor industrial associations. Additionally, it has established long-term strategic partnerships with two professional outdoor sports training schools and mountaineering teams in China. Furthermore, Fenix has established a center for product innovation and experience to improve its product development and customer experience. Fenix products are widely used and recognized by major national departments such as the Switzerland Military Department, the Saudi Arabia Border Defense, and the Queensland Police of Australia, et cetera.













Each year Fenix presents global professional users with different Fenix products in various world-renowned exhibitions, such as SHOT SHOW(USA), IWA(Germany), ISPO(China), ISPO(Germany), Asia Outdoor(China), NSC(USA), et cetera.







Fenix has opened a new global media matrix that covers domestic and overseas mainstream gathered numerous loyal fans by interacting with enthusiastic users through our official social fans and us that has made Fenix what it is today.

















social media, such as Facebook, Instagram, TikTok, WeChat, YouTube, et cetera. We have media accounts, It's the constant in-depth communication and positive interaction between our





Andrew Gleisberg from USA

I dropped my original PD32 in the snow last November and I did not realize it. It was out there the entire winter, through the record cold, the snow, the ice, and the spring rains, Just the other day when I was mowing the lawn I happened to see something lying in the grass in the path that I had just mowed. I hit the power button on the back of the light and sure enough it shot out a beam just as bright as the day I received the light. The light is still going strong and the battery has also tested well and has been recharged properly. Thank you Fenix for putting together a well built quality item built to last the test of time. So many things anymore are designed to fail after so many uses. Your products however have been built to stand the punishment of gods.

David Stabile from Canada

A huge thank you to Fenix for lighting up our lives and keeping Mommy and Cleo safe on our evening walks and adventures! We highly recommend their products and doing





ByungHoon Jang from South Korea

I have three nice products from Fenix Light and I am very satisfied with the quality. I've already made a big advertisement for your products to all my friends.

A loyal user from China

I was once stopped by a thug at night, luckily I had my TK15 in my pocket at the time, so I pulled it out and shined it at the guy's face. He immediately reached up to shield his eyes and shouted, "My eyes! Turn it off! Turn it off!" Then I switched to the Strobe mode and directly aimed at him. After a few seconds of confrontation, he finally surrendered and fled away. Thanks to Fenix and this experience, I realized what the owner of the Fenix store meant when he said, "Light is a weapon in itself".





Mervmaster from German

I must have dropped the LD12 at work two months ago. Its been sitting in the middle of an excavation zone, track hoes, fork trucks, concrete mixers, all running around like crazy. It came home today in a golf cart, a coworker had found it last week and didn't know who's it was. It's eneloop still powered it on. Its side switch still works flawlessly. actually danced with joy when I saw it!

Product Introduction Fenix products include flashlights, tactical lights, headlamps, bicycle lights, camping lanterns and lighting accessories, which are widely used in the following environments: outdoor sports, industrial, law enforcement, military, EDC (everyday carry), etc. Fenix aims to satisfy customers' pursuit of versatile, mobile lighting products with the mission of "Lighting For Extremes".

Product Categories

Flashlight

Fenix flashlights are specifically designed for all kinds of harsh environments. Fenix makes a flashlight that can fit any need, whether it is tactical law enforcement, industrial operations, searching and rescuing or outdoor activities. Excellent ability to withstand harsh conditions, easy to use, and comfortable grip, all of which make Fenix flashlights the most trustworthy partners for users.

Headlamp

Fenix headlamps have an unequaled fit and finish. Our headlamps provide essential lighting for hikers, runners, campers and hunters, and are reliable light sources for many industrial workers. Whether your adventures or work need ultra-light all-day comfort or high-performance lighting for an extended expedition, the Fenix Headlamp series have a lamp for the occasion.

Camping Lantern

Fenix camping lanterns are stylish in appearance and easy to operate. Soft and balanced beams delivered by the camping lanterns create a cozy and comfortable vibe around the campsites. The special red light source preserves the night vision of users and is perfect for various kinds of outdoor activities.

Bicycle Light

With rich experience in bicycle light design and the use of advanced patented technologies such as anti-glare, intelligent wireless control and two-step quick release, multiple Fenix versatile bicycle lights have become the winners of several domestic and foreign outdoor gear awards.

Tactical Light

Fenix tactical lights use advanced technology to create a compact high-performance tactical light suitable for full-size guns. They feature super-strong white light and long-range beam, which is capable of fast and accurate aiming in low-light environments. The Fenix tactical lights are suitable for all kinds of law enforcement, personal defense, competitive shooting, hunting, et cetera.

Accessories

Headband/Fanny Pack/Storage Bag











