

# Fact Sheet

## About Us

### We believe in innovation.

Ariat was founded on technology and engineering—with the goal to make the highest-quality footwear and apparel riders will ever wear.

### We believe in dedication.

We're a community of riders, made up of people who have committed their lives to horses and living outdoors. We make products we're proud to use.

### We believe in balance.

We play as hard as we work. It just so happens that for us, playing includes riding and living outdoors.

### We believe riders are athletes.

Ariat was founded in 1993 by Beth Cross and Pam Parker, with the vision to bring performance technology to riders who were dealing with inadequate equipment. They put their bodies to the test every day the same way athletes do, and they need boots that can keep up.

### We believe in never settling.

Today, Ariat is America's number one English and Western performance footwear brand, but that was never our goal. We always strive to redesign, reimagine, and reshape the riding and working world, while staying true to the traditions that keep us authentic.

## Facts

Founded: 1993

Headquarters: Union City, California

Co-Founder and CEO: Beth Cross

Worldwide footprint: 30+ countries

## Ariat Products

### Footwear

Western

English

Work

Outdoor

Fashion

### Apparel

Western

English

Work

Outdoor

### Accessories

Belts

Gloves

Socks

Bags

## US Headquarters

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