

JOYTUTUS Introduces Innovative SUV Tent Collection for Modern Car Camping

JOYTUTUS expands its SUV Tent lineup, helping campers, overlanders, and road trippers turn any SUV, truck, or Jeep into a comfortable outdoor space.

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JOYTUTUS helps outdoor enthusiasts turn any SUV, truck, or Jeep into a comfortable basecamp for weekend trips and long-haul adventures.

Los Angeles, California — July 24, 2026 — As more Americans trade hotel reservations for tailgates and trailheads, automotive accessories brand JOYTUTUS is expanding its outdoor lineup with a redesigned [SUV Tent collection](#), built to convert everyday SUVs and trucks into sheltered, weather-ready camping spaces. The launch responds to a fast-growing car camping culture in which travelers are increasingly using their own vehicles — rather than traditional campgrounds or rental cabins — as the foundation for outdoor trips.

The expanded lineup, available now through JOYTUTUS's official website, includes tailgate-style car tents, screen-porch SUV tents, and rooftop tent options designed for a range of vehicles, from compact SUVs to full-size trucks and Jeeps. The company says the goal is



JoyTutus



JoyTutus SUV Tent with Screen Porch and Awning

straightforward: make vehicle-based camping more comfortable, more accessible, and less complicated, without requiring campers to buy an entirely new set of gear.

"Camping shouldn't require a truckload of specialized equipment or a steep learning curve," said Daniel Reyes, Director of Product Development at JOYTUTUS. "Our goal with the SUV Tent collection is to help people use the vehicle they already own to create a comfortable outdoor living space in minutes, whether they're weekend campers or full-time overlanders."

Rising Demand for Car Camping and Outdoor Travel

Car camping has moved from a niche pursuit to a mainstream travel habit. Industry surveys from outdoor recreation associations have repeatedly pointed to double-digit growth in first-time campers over the past several years, with many citing affordability, flexibility, and the appeal of national park tourism as key motivators. Rather than committing to multi-day backpacking trips or costly cabin rentals, a growing segment of travelers is choosing to camp directly from their SUVs, trucks, and Jeeps — using the vehicle itself as shelter, storage, and basecamp.

Several factors are fueling this shift. Road trip culture has rebounded strongly as travelers favor self-directed, drive-it-yourself itineraries over rigid group tours. The overlanding lifestyle — long popular among off-road enthusiasts — has crossed over into the mainstream camping market, as more consumers seek



JoyTutus SUV Camping Tent for 5-9 Person



JoyTutus Overland Hard Shell Aluminum Rooftop Tent for 2-3 People with LED & Skyview

extended, self-sufficient road trips through national parks, forests, and remote terrain. At the same time, remote work flexibility has made extended weekend getaways more common, giving families and solo travelers more opportunities to hit the road without using traditional vacation days.

Vehicle-based camping also lowers the barrier to entry for first-time campers. Instead of researching tent setup, sleeping pads, and weatherproofing from scratch, campers can rely on a vehicle they already know how to operate, adding a tent, mattress, or awning system to extend their living space outdoors. This has made SUV camping, truck camping, and car camping broadly some of the fastest-growing categories in outdoor recreation, according to gear retailers and outdoor lifestyle publications tracking consumer trends.

JOYTUTUS says its SUV Tent line was developed specifically to meet this demand, giving outdoor enthusiasts a practical, vehicle-integrated way to camp without the complexity of traditional ground tents or the investment required for a dedicated camper van.

JOYTUTUS SUV Tent Brings Comfort and Convenience Outdoors

At the center of the announcement is the JOYTUTUS SUV Tent collection, a line of car tents, truck tents, and tailgate shelters engineered to attach directly to a vehicle's rear hatch or tailgate, extending the interior cargo space into a fully enclosed outdoor living area.

The tents are designed to address common pain points that campers report with traditional ground tents: complicated setup, limited weather protection, and a lack of connection between sleeping quarters and vehicle storage. JOYTUTUS's SUV tent and truck tent models attach directly to the vehicle, creating a seamless transition between the cargo area and the sheltered outdoor space, which the company says makes it easier to access gear, cook meals, and rest without stepping fully outside into the elements.

Key benefits highlighted in the collection include:

- Expanded usable camping space, giving campers a sheltered area for sleeping, lounging, or storing gear beyond what the vehicle interior alone provides
- Quick, tool-minimal setup, with several models built for fast deployment so campers can get settled before dark
- Weather-resistant construction, including rainfly options and durable fabrics intended to hold up against wind and precipitation
- Improved ventilation, with mesh panels and screen-porch designs that support airflow while keeping insects out
- Seamless vehicle attachment, allowing the tent to connect directly to the SUV or truck's rear opening for a stable, wind-resistant setup

By combining these features, JOYTUTUS positions its car tent and SUV tent products as a practical middle ground between a bare-bones ground tent and a full camper conversion — offering more comfort and weather protection than a traditional tent, without the cost or

commitment of upfitting a vehicle permanently.

Designed for SUVs, Trucks, Jeeps, and Outdoor Adventures

A central feature of the JOYTUTUS lineup is its focus on compatibility across a wide range of vehicles. The collection includes dedicated options such as jeep tents built for Wrangler and Gladiator owners, SUV tailgate tents designed for rear-hatch attachment, and SUV roof tents intended for campers who prefer to sleep above the vehicle rather than behind it.

This flexibility allows the same core camping concept to serve a broad range of outdoor scenarios:

- National park visits, where campers want a comfortable, weatherproof setup after a day of hiking or sightseeing
- Beach trips, where quick setup and good ventilation matter in variable coastal conditions
- Forest camping, where weather resistance and insect protection are priorities
- Fishing trips, where early mornings and gear storage benefit from direct vehicle access
- Family camping, where extra interior space helps accommodate children and shared sleeping areas
- Weekend getaways, where fast, simple setup allows more time for the actual trip
- Cross-country road trips, where a reliable, repeatable camping setup can be used at multiple stops along the way

Rather than requiring campers to choose between a rooftop tent, a ground tent, or a truck bed setup, JOYTUTUS offers multiple form factors within one product ecosystem, allowing SUV owners, truck owners, and Jeep owners to select the configuration that best matches their vehicle and travel style. The company's broader [outdoor and overlanding accessories lineup](#) — including awnings and vehicle mattresses — is designed to complement the tent collection for campers looking to build out a more complete vehicle camping setup over time.

Why More Campers Choose JOYTUTUS

JOYTUTUS attributes its growing footprint in the camping accessories space to a combination of practical design, accessible pricing, and a focus on real-world usability rather than technical complexity.

The company emphasizes quality materials capable of withstanding repeated outdoor use, paired with pricing intended to make vehicle camping accessible to first-time campers as well as experienced overlanders. Many models in the SUV Tent collection are designed for straightforward, largely tool-free installation, reducing the friction that can discourage newcomers from trying vehicle-based camping in the first place.

Customer feedback has also shaped ongoing product updates, according to the company, with adjustments made to attachment systems, fabric durability, and ventilation based on real-world use across different climates and vehicle types. JOYTUTUS backs its outdoor products with a 30-day money-back guarantee and ongoing customer support, an approach the company says

reflects a broader commitment to standing behind its camping accessories rather than treating them as one-time purchases.

"We hear directly from campers about what works and what doesn't, whether that's in the mountains, at the coast, or in a state park campground," Reyes said. "That feedback loop is what pushes us to keep refining the SUV Tent line so it holds up to the way people actually camp."

Supporting the Future of Outdoor Exploration

JOYTUTUS frames the SUV Tent launch as part of a longer-term commitment to outdoor lifestyle products that make adventure travel more approachable. The company says it plans to continue expanding its camping and overlanding accessories, including tents, vehicle mattresses, awnings, and vehicle-specific outdoor gear, as consumer interest in road trip camping and overlanding continues to grow.

That commitment extends beyond product development. JOYTUTUS says it is focused on improving the overall customer experience around vehicle camping, from clearer compatibility information for different SUVs, trucks, and Jeeps to more durable, longer-lasting materials that reduce the need for frequent replacement — an approach that also supports more sustainable outdoor gear consumption over time.

As national parks report continued high visitation and outdoor recreation spending remains strong nationally, JOYTUTUS says it sees vehicle camping as a durable travel trend rather than a passing shift, and one the company intends to keep building products around.

Availability

The JOYTUTUS SUV Tent collection, including car tents, truck tents, tailgate tents, and roof tent options, is available now through the official JOYTUTUS website. Outdoor enthusiasts, families, and first-time campers preparing for their next road trip or camping season can browse the full SUV Tent collection to find a configuration suited to their vehicle and travel plans.

About JOYTUTUS

JOYTUTUS is an automotive accessories brand focused on practical camping solutions and outdoor innovation for SUV, truck, and Jeep owners. Combining quality materials with affordability and customer-focused design, JOYTUTUS develops vehicle camping and overlanding accessories intended to make outdoor adventures more comfortable and accessible for travelers at every experience level. More information is available at <https://www.joytutus.com/>.

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