



# RIDE: ON!

CLUB  2024

*ski-doo.* *LYNX* *can-am.*

# MY24 CAN-AM OFF-ROAD



**APPAREL**  
**PRODUCT DOWNLOAD**

# OUR TOP PRIORITIES

*The main product news for the season*

1

NEW PROTECTIVE GEAR

2

NEW PERFORMANCE  
RIDING GEAR

3

NEW AND IMPROVED  
SPORTSWEAR

# OUR TOP PRIORITIES

*The main product news for the season*



1

NEW PROTECTIVE GEAR

2

NEW PERFORMANCE  
RIDING GEAR

3

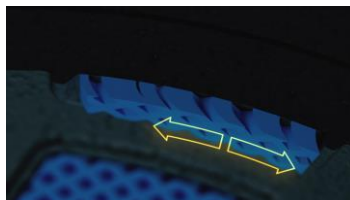
NEW AND IMPROVED  
SPORTSWEAR

NEW

# Pyra Fade Colorway

STYLE  
MARGIN

929078  
35%



## Key Benefits



LIGHTWEIGHT



AFFORDABLE



GLOBAL  
EAC/ DOT/ ECE

## USAGES

MUDDING

TRAIL

ORV PERFORMANCE

## Key Tech



ERT

*Energy reduction technology*

CLUB  2024

\*Pricing and availability are current as of January 2023 and are subject to change.

NEW

# Pyra Fade Colorway

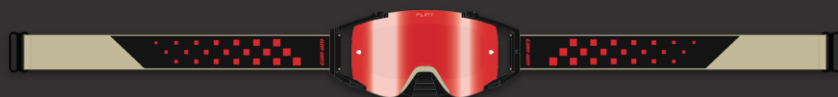


NEW

# Flint Fade Goggles

STYLE  
MARGIN

448778  
40%



## Key Selling Points

- 1) *injected PC cylindrical lens which is anti-scratch, anti-fog and distortion free optics*
- 2) *Thermo-formed 3 layers face foam*
- 3) *No-slip silicone strap*
- 4) *included extra clear lens for low light condition*
- 5) *Removable nose guard for extra deflection against debris*
- 6) *Tinted lens with anti-scratch and anti-fog performance with mirrored coating*








NEW

# Flint Fade Goggles





# Off-Road Goggle Comparison - Premium Outrigger Design

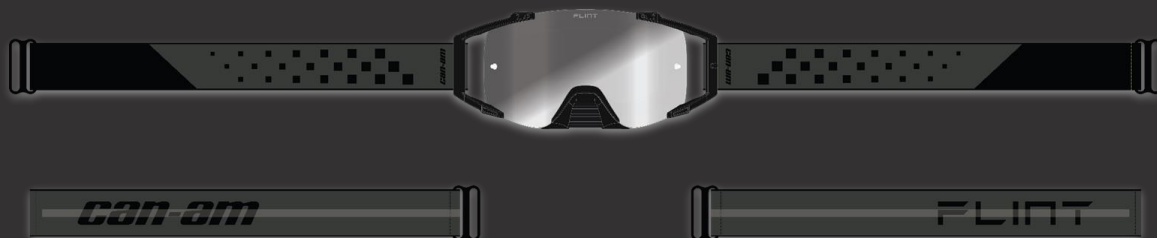
BRAND	100%	Klim	can-am	SCOTT	Klim	OAKLEY	OAKLEY
PRODUCT							
PRICE	Armega Goggle \$90-120 USD	Viper Pro Goggle \$100 USD	Can-Am Flint Fade \$110 USD	Prospect Amplifier Goggle \$125 USD	Edge Goggle \$140 USD	Frontline MX PRIZM \$150USD	Airbrake MX PRIZM \$191 USD
UV PROTECTION	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
ANTI-FOG	✓	✓	✓	✓	✓	✓	✓
ANTI-SCRATCH	✓	✓	✓	✓	✓	✓	✓
FRAMELESS	✓		✓		✓	✓	✓
INCLUDED SECOND LENS			✓				
DESIGNED FOR PYRA			✓				

NEW

# Flint Photochromic Goggles

STYLE  
MARGIN

448779  
40%



## Key Selling Points

- 1) *Photochromic injected PC lens which is anti-scratch, anti-fog and distortion free optics*
- 2) *Lens VLT from 80% to 28% with anti-scratch and anti-fog performance and with mirrored coating*
- 3) *Thermo-formed 3 layers face foam*
- 4) *No-slip silicone strap*
- 5) *Removable nose guard for extra deflection against debris*

# Photochromic Goggle Comparison

BRAND

PRODUCT

PRICE

PHOTOCHROMIC

ANTI-FOG

ANTI-SCRATCH

FRAMELESS

DESIGNED FOR PYRA



Accuri 2 Photochromic  
\$60 USD



Prospect Light Sensitive  
\$105 USD



Viper Pro Photochromic  
\$150 USD



Flint Photochromic  
\$150 USD



Front Line MX PRIZM  
\$150 USD



Oakley Airbrake MX Goggles PRIZM  
\$191 USD



PRIZM

PRIZM



NEW

# Trench OTG Goggles [OVER THE GLASSES]

STYLE  
MARGIN

448792  
40%



## Key Selling Points

- 1) *Injection-molded PC cylindrical lens provides distortion free vision and enhanced impact resistance*
- 2) *Fits over most of the prescription glasses on the market with lenses height below 2in (51mm) and with branches width on 5¼in (146mm)*
- 3) *Single lens with anti-scratch and anti-fog performance*
- 4) *Thermo-formed 3 layers face foam*
- 5) *No-slip silicone strap*
- 6) *Removable nose guard for extra deflection against debris*

CLUB  2024

\*Pricing and availability are current as of January 2023 and are subject to change.

# MY24 PROTECTIVE GEAR LINEUP

**CAN-AM EXOME**  
POLYCARBONATE / ABS  
XS-3XL / DOT-ECE  
\$ 249.99 USD



KEEP / 929040\_07



KEEP / 929040\_03



KEEP / 929040\_01

**SENA 50R H/K**  
BLUETOOTH COMM SYSTEM  
\$ 239.99 USD / \$ 299.99 USD



KEEP / 448771\_99 SINGLE  
KEEP / 448772\_99 DUAL

**SENA 5S**  
BLUETOOTH COMM SYSTEM  
\$ 159.99 USD / \$ 209.99 USD



KEEP / 448755\_99 SINGLE  
KEEP / 448756\_99 DUAL

**NEW**

**CAN-AM PYRA FADE**  
POLYCARBONATE / ABS  
XS-3XL / DOT-ECE  
\$ 179.99 USD



NEW / 929078\_02



NEW / 929078\_09



NEW / 929078\_01



NEW / 929078\_76

**CAN-AM PYRA DUNE**  
POLYCARBONATE / ABS  
XS-3XL / DOT-ECE  
\$ 179.99 USD



KEEP / 929039\_07



KEEP / 929039\_09



KEEP / 929039\_30



KEEP / 929039\_03

**CAN-AM PYRA**  
POLYCARBONATE / ABS  
XS-3XL / DOT-ECE  
\$ 169.99 USD



KEEP / 929038\_07



KEEP / 929038\_30



KEEP / 929038\_80

**BACKPACK**  
LAPTOP/TABLET POCKET  
ONESIZE / \$99.99 USD



KEEP / 469316\_07

**TRENCH**  
CLEAR SINGLE LENS / TEAR-OFF READY  
ONESIZE / \$59.99 USD



KEEP / 448696\_07



KEEP / 448696\_30



KEEP / 448696\_01



KEEP / 448696\_80

**DUFFLE BAG**  
DUFFLE WITH SHOULDER STRAP  
ONESIZE / \$99.99 USD



KEEP / 469317\_07

**FLINT DUNE**  
CHROMED SINGLE LENS / EXTRA CLEAR LENS  
ONESIZE / \$99.99 USD



KEEP / 448726\_07



KEEP / 448726\_30



KEEP / 448726\_09



KEEP / 448726\_03

**GEAR BAG 90L**  
LARGE MAIN COMPARTMENT  
\$79.99 USD



KEEP / 469316\_07

**NEW**

**FLINT FADE**  
CHROMED SINGLE LENS / EXTRA CLEAR LENS  
ONESIZE / \$99.99 USD



NEW / 448778\_30



NEW / 448778\_10



NEW / 448778\_99



NEW / 448778\_76

**FLINT PHOTOCROMATIC**  
PHOTOCHROMIC SINGLE LENS / NOSE GUARD  
ONESIZE / \$99.99 USD



**CAN-AM TRENCH OTG**  
OVER-THE-GLASSES SINGLE LENS / NOSE GUARD  
ONESIZE / \$59.99 USD



NEW / 448792\_93

CLUB  2024

\*Pricing and availability are current as of January 2023 and are subject to change.

# OUR TOP PRIORITIES

*The main product news for the season*



1

NEW PROTECTIVE GEAR

2

NEW PERFORMANCE RIDING GEAR

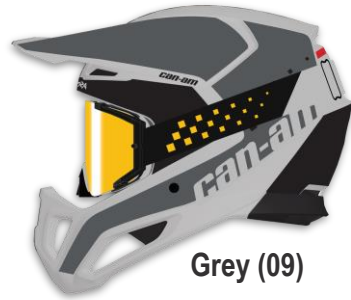
3

NEW AND IMPROVED SPORTSWEAR

# PERFORMANCE GEAR



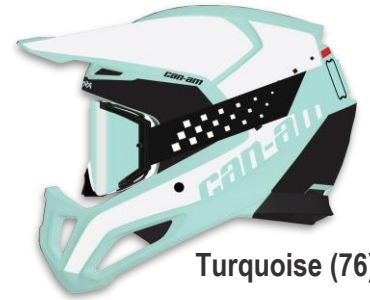
White (01)



Grey (09)



Beige (02)



Turquoise (76)



# PERFORMANCE GEAR



## MEN'S

## WOMEN'S



## YOUTH





# EMBLEM JERSEY

MEN'S



Green (70)

Red (30)

Indigo Blue (82)

Camo (37)

Army Green (77)

Charcoal Grey (07)

STYLE  
MARGIN

454765  
40%

WOMEN'S



Black (90)

Camo (37)

Grey (09)

STYLE  
MARGIN

454766  
40%

YOUTH



Black (90)

Camo (37)

Indigo Blue (82)

STYLE  
MARGIN

454767  
40%

CLUB  2024

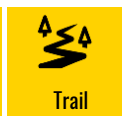
## Features



## Terrain



Desert



Trail



Mud



Work

## Product Details

- 1) 100% Poly Dobby Jersey, 140 gsm.
- 2) Quick-dry, moisture-wicking fabric for maximum comfort.
- 3) Mesh fabric for extra ventilation at underarms.
- 4) Sublimated print.
- 5) Bonded neckline.

# PREMIUM JERSEY

MEN'S



Black (90)

Navy (89)

Charcoal Grey (07)

STYLE  
MARGIN

454769  
40%

WOMEN'S



Black (90)

White (01)

STYLE  
MARGIN

454770  
40%

## Features



## Terrain



Desert



Trail



Mud



Work

## Product Details

- 1) Quick-dry, moisture-wicking fabric for maximum comfort.
- 2) Anti-microbial fabric.
- 3) Mesh fabric for extra ventilation at underarms.
- 4) Silicone print at drop tail keeps jersey tucked in pants.
- 5) Sublimated print.

# WINDPROOF JERSEY

MEN'S



Green (70)

Red (30)

Camo (37)

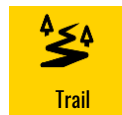
## Features



## Terrain



Desert



Trail



Mud



Work

## Product Details

- 1) Main fabric moisture wicking, lightweight and quick dry.
- 2) Wind protection at front panel.
- 3) Mesh fabric for extra ventilation at underarms.
- 4) Drop tail provides added coverage.
- 5) Silicone print on drop tail keeps jersey tucked in pants.
- 6) Sublimated print.

STYLE 454768  
MARGIN 40%

CLUB  2024

NEW

# RACING PANTS

454771  
RACING PANTS



Black (09)



Indigo Blue (82)



Orange (12)

## Features

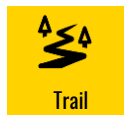
Sport  Utility

Casual  Technical

## Terrain



Desert



Trail



Mud



Work

## Product Details

- 1) *Lightweight and breathable with DWR treatment.*
- 2) *Debossed full grain leather inner knee for heat and abrasion resistance*
- 3) *Pre-curved leg for optimal ergonom.*
- 4) *Straight hem at leg opening for more comfort inside boots*
- 5) *Ratchet-style waist closure for better adjustment and rubberized elastic waist to hold jersey in place*
- 6) *Zipped side pockets.*

STYLE MARGIN 454771 40%

CLUB  2024

# Steer Gloves



## Product Details

- 1) *Ventilated air mesh fabric.*
- 2) *Injected TPR on knuckles for protection.*
- 3) *Clear silicone gripper print the fingers (except thumb)*
- 4) *Touch screen at index and thumb.*
- 5) *Elastic at cuff.*

STYLE  
MARGIN

446357  
40%

# NEW Performance Gloves



## Product Details

- 1) *4-way stretch material on top of hand.*
- 2) *Debossed airpreen cuff with velcro closure.*
- 3) *Internal integrated co-polymer knuckle pad for maximal protection.*
- 4) *Touch screen at index and thumb*
- 5) *Laser cut vent holes for optimal ventilation*

STYLE  
MARGIN

446359  
40%

# NEW PERFORMANCE SOFTSHELL JACKET

286828 **NEW**  
Men's Performance Softshell Jacket



Army Green (77)

Black (90)

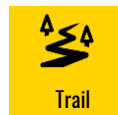
## Features



## Terrain



Desert



Trail



Mud



Work



## Product Details

- 1) 90% Polyester, 10% Spandex.
- 2) Chest vent zip with mesh interior.
- 3) Large side pockets with zip.
- 4) Small logo Can-Am on the left chest/Large logo Can-Am upper center back/Logo Can-Am on left forearm
- 5) Cuff tab for adjustment.

STYLE  
MARGIN

286828  
40%

# OUR TOP PRIORITIES

*The main product news for the  
season*



1

NEW PROTECTIVE GEAR

2

NEW PERFORMANCE  
RIDING GEAR

3

NEW AND IMPROVED  
SPORTSWEAR

# UTILITY CAPSULE

454788 **REDO**  
Men's Can-Am Utility Overshirt



454784 **REDO**  
UTILITY JACKET



454785 **REDO**  
COACHES JACKET



## WINTER UTILITY

Expedition Collection



Expedition Radiant Collection





# UTILITY OVERSHIRT

454788 **REDUCED**  
Men's Can-Am Utility Overshirt



Black (09)

Khaki (05)

## Features



## Terrain



Desert



Trail



Mud



Work



## Product Details

- 1) 90% Acrylic, 10% sheep's Wool.
- 2) 300 gsm exterior fabric with DWR finish
- 3) Body lined with micro-sherpa 185 gsm.
- 4) 2 chest pockets with one zipped side pocket.
- 5) 2 hands pocket.

STYLE  
MARGIN

454788  
40%

# COACHES JACKET

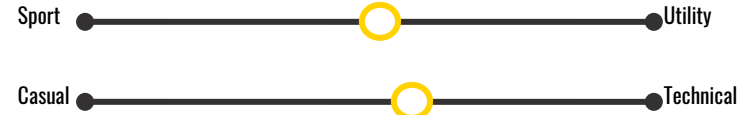
454785 **REDO**  
COACHES JACKET



Camo (37)

Indigo Blue (82)

## Features



## Terrain



Desert



Trail



Mud



Work

## Product Details

- 1) 95% Nylon, 5% Elastane
- 2) Windproof
- 3) Water-repellent finish
- 4) Mesh-lined interior and sleeves
- 5) Elastic cuff
- 6) 2 hand pockets

**STYLE** 454785  
**MARGIN** 40%

# UTILITY JACKET

454784 **REDO**  
UTILITY JACKET



## Features



## Terrain



Desert



Mud



## Product Details

- 1) Heavy duty 300gsm exterior fabric
- 2) Water-repellent DWR finish and wind-resistant.
- 3) Body and hood are lined with sherpa
- 4) Nylon lining in sleeves
- 5) Waist adjustment
- 6) 1 zip chest pocket; 2 lower front pockets; 2 inside pockets for additional storage.

STYLE 454784  
MARGIN 40%

CLUB  2024

# LIFESTYLE CAPSULE

454780 **NEW**  
Men's Premium Zipped Hoodie



Heather Charcoal (29)

Black (90)

454781 **NEW**  
Men's Can-Am Premium Pullover Hoodie



Orange (12)

Green (70)

454782 **NEW**  
Men's Hybrid Pullover Hoodie



Army Green (77)

Black (90)

454791 **NEW**  
Men's Can-Am Waffle Knit



Black (09)

Camo (37)

454627 **NEW**  
Men's Performance Fleece Hoodie



Heather Charcoal (29)

Black (09)

454784 **NEW**  
Men's Can-Am Utility Jacket



Army Green (77)

Black (90)

454876 **NEW**  
Can-Am Signature Pullover Hoodie



Camo (37)

Burgundy (35)

Royal Blue (83)

454877 **NEW**  
Can-Am Signature Crewneck



Camo (37)

Burgundy (35)

Royal Blue (83)

Black (90)

454630 **KEEP**  
Men's Can-Am Performance Jogger



Camo (37)

Heather Charcoal (29)

CLUB  2024

# WOMEN'S CAPSULE

454753 **REDO**  
LADIES SIGNATURE TEE



Navy (89)

Black (90)

Army Green (77)

Heather Grey (27)

454755 **REDO**  
LADIES GRAPHIC TEE 2



Navy (89)

Black (90)

Heather Grey (27)

454758 **REDO**  
LADIES GRAPHIC TEE 1



Navy (89)

Whiskey (28)

454780 **REDO**  
Ladies Signature Pullover Hoodie



Camo (37)

Burgundy (35)

Black (90)

454875 **REDO**  
Ladies Signature Crewneck Sweatshirt



Black (90)

Burgundy (35)

Heather Grey (27)

## YOUTH LIFESTYLE

454760 **REDO**  
YOUTH PRINTED TEE



Black (90)

Ruby Red (31)

# SIGNATURE CAPSULE

<p>454754 <b>NEW</b> Men's Can-Am Signature T-Shirt</p> <p>Black (90) Wine (32) Navy (89) Army Green (77) Heather Charcoal (29) Heather Grey (27)</p>	<p>454761 <b>NEW</b> Men's Performance T-Shirt</p> <p>Black (90) Army Green (77)</p>	<p>454777 <b>NEW</b> MEN'S CAN-AM CURVED CAP</p> <p>Burgundy (35) Heather Charcoal (29)</p>	<p>454851 <b>REDO</b> CAN-AM 5 PANEL CAP</p> <p>Camo (37) Khaki (05)</p>	<p>454772 <b>REDO</b> MEN'S FLAT CAP OFF-ROAD</p> <p>Camo (37) Denim Blue (79) Black (90)</p>	
<p>454756 <b>NEW</b> Men's Division T-Shirt</p> <p>Black (90) Ivory (97) Army Green (77) Navy (89)</p>	<p>454757 <b>NEW</b> Men's Division to Win T-Shirt</p> <p>Black (90) Wine (32) Navy (89) Ivory (97)</p>	<p>454775 <b>REDO</b> MEN'S FLAT MESH CAP #2</p> <p>Khaki (05) Black (90)</p>	<p>454773 <b>REDO</b> MEN'S CAN-AM FLEX FIT ESTD CAP</p> <p>Heather Charcoal (29) Black (90)</p>	<p>454776 <b>NEW</b> MEN'S CAN-AM FLEX FIT CAP #2</p> <p>Khaki (05) Camo (37)</p>	
<p>454759 <b>NEW</b> Men's CR Board T-Shirt</p> <p>Black (90) Wine (32) Navy (89) Army Green (77)</p>	<p>454761 <b>NEW</b> Men's Off-Road Ligan T-Shirt</p> <p>Black (90) Devon Blue (79)</p> <p>454764 <b>NEW</b> Men's Performance LS Tee</p> <p>Black (90) Army Green (77)</p>	<p>454524 <b>NEW</b> MEN'S CAN-AM SIGNATURE CAP</p> <p>Black (90) Heather Charcoal (29) Burgundy (35) Indigo Blue (82) Army Green (77) Teal (74)</p>	<p>454774 <b>REDO</b> YOUTH CURVED CAP</p> <p>Orange (12) Camo (37)</p>	<p>454560 <b>NEW</b> CUSTOM SHORT BEANIE</p> <p>Burgundy (35) Army Green (77) Yellow (10) Black (90) Orange (12)</p>	
			<p>454778 <b>REDO</b> UNISEX REVERSIBLE BEANIE</p> <p>Whiskey (28) Army Green (77) Heather Charcoal (29) Navy (89)</p>		

# FOCUS PRODUCTS

	% of Marketing Budget Allocation
<ol style="list-style-type: none"><li>1. <b>Protective Equipment</b><ol style="list-style-type: none"><li>a. Focus on increasing Exome Helmet volume</li><li>b. Keep the momentum with Pyra Helmets and Goggles</li></ol></li></ol>	<b>40%</b>
<ol style="list-style-type: none"><li>1. Push <b>Performance Gear</b> Volume<ol style="list-style-type: none"><li>b. Jerseys</li><li>c. Racing Pants</li><li>d. Gloves</li><li>e. Mud gear</li></ol></li></ol>	<b>20%</b>
<ol style="list-style-type: none"><li>1. Keep pushing <b>Utility Gear</b><ol style="list-style-type: none"><li>b. Sportswear</li><li>c. Expedition &amp; Expedition Radiant Gear</li></ol></li></ol>	<b>20%</b>
<ol style="list-style-type: none"><li>1. Volume for <b>Signature Sportswear</b><ol style="list-style-type: none"><li>b. Can-Am Hoodies, Tees and Hats are big volume drivers. Dealers should continue to increase volume.</li></ol></li></ol>	<b>20%</b>