



# AGENDA

### - CAN-AM CANYON

- CAN-AM SPYDER/RYKER



# **CANYON**





# THE ROAD LESS TRAVELED



# **KEY MESSAGES**

# The Road Less Traveled

Can-Am Canyon's is built to be both **capable** and **comfortable** for the road less traveled.

# **Democratize All Roads**

We have a unique opportunity to make adventure riding **more accessible** with our competitive advantage

# Adaptable and Inspiring

Change your configuration easily based on the journey ahead







## **KEY PILLARS**



#### **CAPABLE & DURABLE**

Capable to bring you on any type of roads with confidence and design to last.

Comfortable position and features to always seek for longer adventures.

COMFORT



#### **STORAGE & CONVENIENCE**

Lots of storage options and convenient functionalities for any adventure.

# CAN-AM 3W MODEL IDENTITY

The unique identities help connect people with the right product experience







TOURING

**Can-am** SPYDER F3





CLUB



Can-am.

RYKER









**ADVENTURE** 



# RECREATIONAL



# **CAN-AM CANYON LINE-UP**







### SHARED FEATURES CAN-AM SPYDER & CANYON MAIN COMMON FEATURES

**ROTAX 1330 ACE ENGINE** 

**BREMBO BRAKES** 

**CRUISE CONTROL** 

**10.25" TOUCHSCREEN DISPLAY** 

SEMI-AUTOMATIC TRANSMISSION

LED HEADLIGHTS











<u>Can-am</u>

### THE ROAD LESS TRAVELED CAN-AM CANYON KEY FEATURES: CAPABLE



6.3 in / 160 mm Overcome obstacle



#### HIGH APPROACH ANGLE

Overcome bumps and uneven roads.







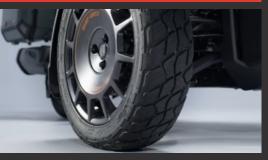
6.3 in / 160 mm

### THE ROAD LESS TRAVELED CAN-AM CANYON KEY FEATURES: CAPABLE



#### **ADVENTURE TIRES**

XPS Adventure Grip and comfort



HIGH SUSPENSION TRAVEL

> 10.2 in / 260 mm (front) 9.2 in / 235 mm (rear)







### THE ROAD LESS TRAVELED CAN-AM CANYON KEY FEATURES: DURABLE



#### METAL RADIATOR GRILLE

Protect the radiator from rocks and other debris



#### **BELT PROTECTOR**

Protect the belt from rocks and other debris





# THE ROAD LESS TRAVELED

# **CAN-AM CANYON**



ADJUSTABLE WINDSHIELD Manual adjustment

HANDLEBAR RISER 5.6 in / 143 mm

ENDURO ANTI-SLIP PEG Superior Grip











### THE ROAD LESS TRAVELED CAN-AM CANYON KEY FEATURES: STORAGE



#### **GLOVE BOX**

0.16 gal/0.6 L with USB port



#### **LINQ SYSTEM** 21 LinQ attachment

points







# THE ROAD LESS TRAVELED

# **CAN-AM CANYON**

KEY FEATURES: CONVENIENCE



#### **10.25" DISPLAY**

Touchscreen display with Apple CarPlay

#### HANDGUARDS

Protect from oncoming debris

#### **DRIVE MODES**

All-Road, Sport, Rally & Normal











#### CAN-AM CANYON KEY FEATURES





# **CAN-AM CANYON XT**

ADDITIONAL KEY FEATURES



# THE ROAD LESS TRAVELED

# CAN-AM CANYON XT



### DURABLE

#### **Skid Plate**

Front Skid plate under the Can-Am Canyon







# THE ROAD LESS TRAVELED CAN-AM CANYON XT

ADDITIONAL KEY FEATURES: COMFORT



**COMFORT PEGS** REMOVABLE PADS

SELF-LEVELING SUSPENSION SELF-LEVELING AIR PRELOAD ADJUSTMENT

COMFORT SEAT & PASSENGER BACKREST

THICKER FOAM









# THE ROAD LESS TRAVELED CAN-AM CANYON XT

ADDITIONAL KEY FEATURES



### STORAGE

#### **Aluminum cases**

Removable top and side cases (31.7 gal / 120 L)







# THE ROAD LESS TRAVELED CAN-AM CANYON XT

ADDITIONAL KEY FEATURES



### CONVENIENCE

#### **Heated Grip**

Driver and passenger







# CAN-AM CANYON & XT





# CAN-AM CANYON REDROCK

ADDITIONAL KEY FEATURES

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### THE ROAD LESS TRAVELED CAN-AM CANYON REDROCK ADDITIONAL KEY FEATURES



### COMFORT

#### **KYB Smart-Shox**

Semi-active suspension









### THE ROAD LESS TRAVELED CAN-AM CANYON REDROCK ADDITIONAL KEY FEATURES

ADDITIONAL KEY FEATURES



### STORAGE

Premium Aluminium cases Premium coloration







# THE ROAD LESS TRAVELED CAN-AM CANYON REDROCK

ADDITIONAL KEY FEATURES



### CONVENIENCE

#### **Back-up Camera**



#### **Custom Drive Mode**

Adjust : Engine, TCS/ABS, Power Steering and Suspension







# **CAN-AM CANYON RECAP**

CANYON



#### **Ready to Customize**

- Perfect for solo rider
- Blank canvas ready to accessorize (LinQ integration)
- Perfect for new entrants in the adventure segment



CANYON xt



#### **Adventure Ready**

- Adventure ready with added comfort features and storage
- Improved rear suspension
- 2-up features





CANYON REDROCK



#### Peak Adventure Thrills

- Top of the line Adventure 3WV
- Premium coloration and trims
- Semi-active suspension : KYB
   Smart-Shox
- Back-up Camera





# **DEMOCRATIZE ALL ROADS: COMPETITIVE ADVANTAGE**

# Accessibility

#### Adventure Motorcycle

- Technical sport
- Require advanced skill

#### **Can-Am Canyon**

- Impressive stability
- Accessible for new entrants







# ADAPTABLE AND INSPIRING: COMPETITIVE ADVANTAGE

### Storage

#### Adventure Motorcycle

- Restricted in storage options
- Required equal weight distribution
- Affect the stability
- Limited configuration

#### **Can-Am Canyon**

- Lots of space for storage option
- Less affect by weight distribution
- Impressive stability
- LinQ integration





# **ADAPTABLE AND INSPIRING: COMPETITIVE ADVANTAGE** LINQ INTEGRATION

EASY, VERSATILE AND ROBUST ACCESORIZATION



### **ADAPTABLE**

#### **LinQ System**

21 attachments points



#### LinQ Plate

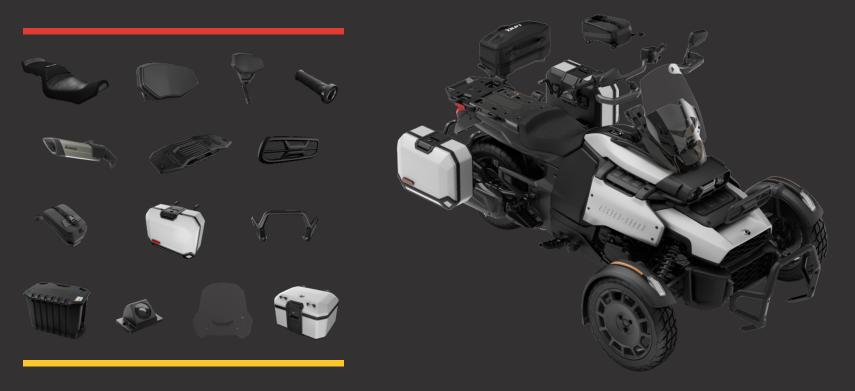
Metal plate for robust accessorization







# **CAN-AM CANYON ACCESSORIES**







# **CAN-AM CANYON ACCESSORIES STRATEGY**

#### Extensive portfolio at launch

 25 Canyon-specific accessories at launch and many existing LinQ products available

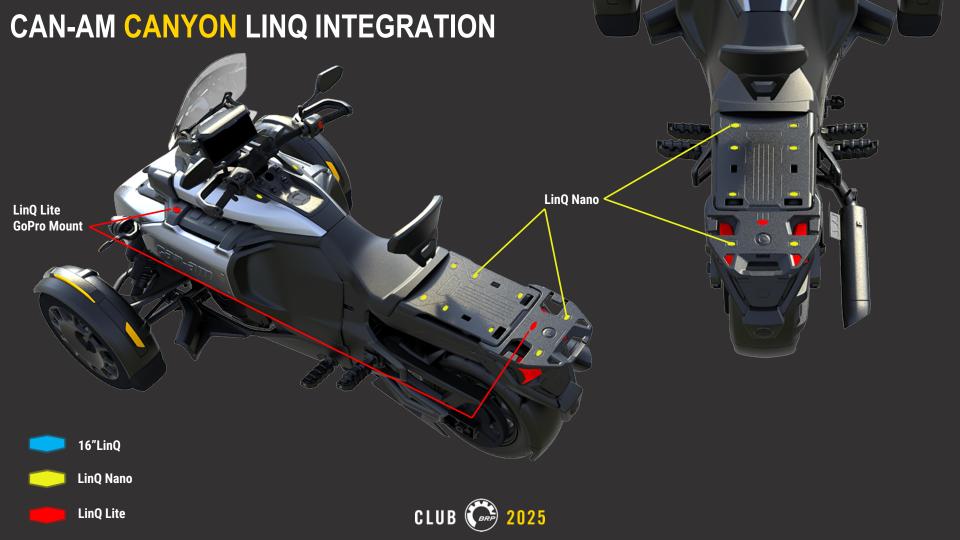
#### The first 3WV to be fully LinQ-ready from the factory

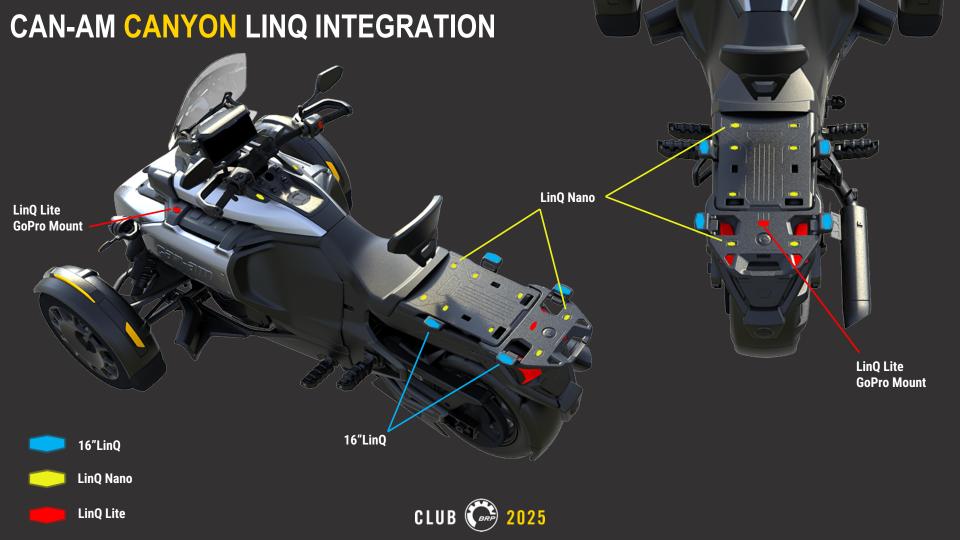
- LinQ 16" (2x)
- Introducing LinQ Nano
- LinQ Lite action camera holder to share your adventures
- LinQ 36" capabilities with accessory LinQ 36" Adventure Plate

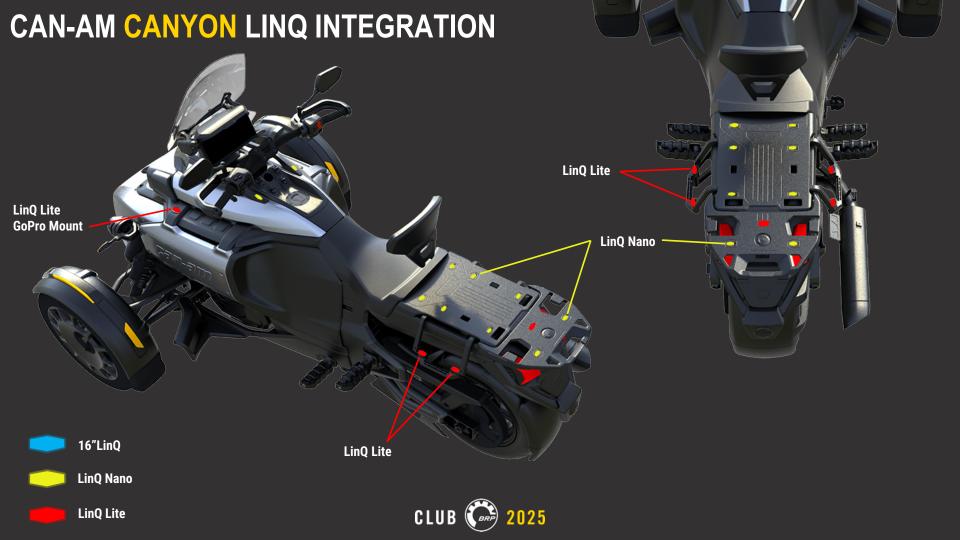
#### **High Accessorization Potential**

- Adventure vehicles provide the largest opportunities for accessorization in the motorcycle industry
- Multiple categories can be addressed such as protection, cargo, comfort, durability, etc.













## **CAN-AM CANYON ACCESSORIES PILLARS**

25 Canyon-specific accessories at introduction



## **DURABLE & CAPABLE**

#### **Adventure Front Bumper**

- Thick cast-aluminum tube construction with black powder coat
- Compatible with the LED Fog Lights producing 800 lumens each (LED Fog Lights not available in Europe)

#### Headlight Protector

- Robust, impact-resistant polymer construction with steel grilles for improved protection
- Hidden hardware for a clean and sleek look
- Unmistakable adventure look

#### Handguard Deflectors

- Easily bolts onto the stock handguards for extra protection against the wind, rain and small debris
- Made of robust, smoked 3 mm polycarbonate.

## **STORAGE** Rear Section

## 16-inch accessories (stackable \*)

- Modular Box 10L, 20L and 30L
- LinQ 4.2 Gal (16L) Cooler
- LinQ Sport Bag
- LinQ Fuel Caddy (4 gallons)
- LinQ Tool Kit
- LinQ Lock





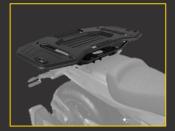


\* When specified, and according to LinQ stackability guidelines and warning labels



#### 36-inch accessories

- LinQ 36-inch Adventure Plate
- LinQ Low-profile box (63L)
- Soft Storage Bag (70L)









## **STORAGE** Front Section

#### LinQ Nano Tank Bag

- Installed on the vehicle's LinQ anchors
- Weatherproof, easy-to-access storage compartment for your wallet, keys, sunglasses, etc.
- Pivots out of the way to allow for easy re-fueling



#### **Inner Bag**

- Perfectly fits the inside of the Canyon Aluminum Top Case and Side Cases
- Easily taken out of the cases and carried inside with a shoulder strap
- Features a zipper extension, storage pockets, high-quality zippers, etc.

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## CONVENIENCE

## Covers

• Made of durable, 100% waterproof, fully-breathable 100-denier polyester with PU coating

#### **Outdoor Cover**

- Can be used for trailering
- Protection against friction in key areas



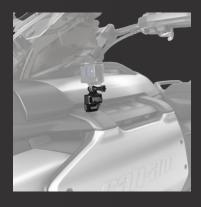
#### **Travel Cover**

 Compact size makes it convenient for traveling



## LinQ Lite Camera Holder

- Offers 360-angle positioning for perfect filming and taking photos
- Fast, easy attachment and removal





## COMFORT

### **Sport Windshield**

- Hardcoated clear polycarbonate for unrivaled durability
- Relieves wind pressure to the chest area
- Smaller than stock for more better airflow and better visibility on technical terrain



### High Windshield

- Hardcoated clear polycarbonate for unrivaled durability
- Provides protection up to the helmet level
- Larger than stock for increased wind protection & turbulence at higher speed





## COMFORT

#### **Driver Backrest**

- Sturdy aluminum base with angle adjustments
- Soft, comfortable vinyl padding
- Folds forward for easy passenger seat access

#### Passenger Backrest

- Bolts into Aluminum Top Case (standard on XT and Redrock)
- Helps passenger maintain healthy, ergonomic posture

#### **Heated Premium Seat**

- Cut and Sew construction for optimal fit & finish and high-end look
- Dual range Hi/Low heat setting
- More generous padding than stock seat (Standard and XT)



## ACCESSORIES FROM XT AND REDROCK

## Aluminum Top Case

- Bare aluminum finish
- No brackets or rack to purchase



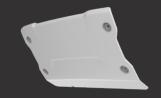
#### Aluminum Side Cases

- Bare aluminum finish
- No brackets or rack to purchase



#### Skid Plate

 Protects the front area of the undercarriage on challenging terrain



#### Backup Camera Kit

- Compatible on Standard and XT
- Easy installation: the vehicles are already pre-wired



### **Heated Grips**

• 5 intensity settings

# **Gan-am** Spyder





## Improved tire quality

New **XPS** tires on all CAN-AM 3W vehicles

## New technology

New back-up camera on select models and as an accessory

## **Coloration**

New modern colorations on key models







## **IMPROVED TIRE QUALITY**

**Can-am** XPS ROADSTER

**Can-am** XPS ROADSTER

**CAN-AM** XPS ADVENTURE

**Can-am** XPS RIDE XPS RALLY

**XPS ROADSTER tires have seen a significant improvement** when compared with the previous version. Now with up 2x more durability without compromising on grip and comfort.





## **NEW TECHNOLOGY**

## Backup camera





RT Sea-to-Sky

F3 Limited Special Series Canyon RedRock

## Standard on Special Series MY25

- Automatically appear when in reverse •
- Static lines on screen •
- Available as an accessory : vehicles with the 10,25 in Touchscreen display (MY25) \* \*Except F3-S









## IMPROVED COLOR FINISH SPYDER RT AND F3 COLOR-IN TO PAINTED PARTS





**RT** Limited

Rear speaker trim Mirror trim

CLUB



**Can-am** SPYDER F3

#### F3-S / F3-T / F3 Limited

Rear speaker trim Scoop Mirror shell Front fender Access panel

# MINERAL BLUE

\* REPLACE PETROL METALLIC (MY24)

MINERAL BLUE

#### Available on:

- F3 LIMITED - RT LIMITED





## **DUSK METALLIC**

MOKA PARTS AND TRIMS









# BRITISH GREEN METALLIC



## **F3 LIMITED SPECIAL SERIES**







## NEW COLORATION – MY25 EMEA Can-Am Spyder Line-up

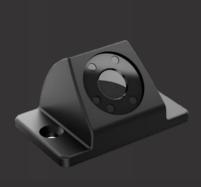


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## **LINE-UP ACCESSORIES**

- Heated grips are back on F3 for MY24+ under a new SKU
- Gauge spoiler is back on F3-S MY24+ under a new SKU
- Back-up camera (standard on RT Sea-to-Sky and F3 LTD Special Series) is now sold as an accessory takeover for MY25+





## New LinQ Top Case (36L) available for Ryker (MY19+)

- More than twice the capacity of the current semi-rigid LinQ Top Case (16L)
- Hard, durable polymer construction
- No need for a LinQ Plate: clips directly on the MAX Mount
- Fits any full-face helmet
- Comes with a small backrest for improved comfort





## **4 NEW EXCLUSIVE COLOR PANELS FOR RYKER**







## Moka Plaid





Can-am.

# OUR TOP PRIORITIES

The main 2W / 3W APPAREL product news for the season



## LINE-UP OPTIMIZATION

# HELMETS RIDING GEAR SPORTSWEAR 50% 4% 36%

## TOTAL WW SKU's REDUCED BY

## -30% Allows us to focus on increasing SKU productivity! Volume per style



## **REPRICED** Advex Helmets!

929106 ADVEX JET DOT/ECE

## € 469.00 MRSP (-16%)

929107 ADVEX DOT/ECE

## € 589.00 MRSP (-16%)

#### **KEY FEATURES & BENEFITS**

- M-FORGED composite shell  $\bullet$
- Modular construction  $\bullet$
- Large field of view  $\bullet$
- Pin lock 120 included
- Lightweight (1675 gr/3.69 lbs)  $\bullet$
- 2 shell, 4 EPS size •
- Retractable anti-scratch Smoke • tint sun visor
- Adjustable ventilation  $\bullet$
- Aerodynamic ADJUSTABLE peak visor
- Micrometric ratchet fastener •
- **DOT/ECE** certification •

Can-an

- VIBE COM SYSTEM compatibility UTILITY LED COMPATIBILITY
- Optional Peak 9291180090 (\$15/\$20)

## **PRODUCT INFORMATION**



456030 MEN'S METROPOLIS AESIR JACKET

Waterproof CE Class A commuter jacket

#### ADAPTS TO WIND & WEATHER

Protect yourself from wind and water. The schoeller<sup>e.c\_change™</sup> membrane reacts to changing temperatures and activities and ensures an optimal body climate in every situation.

× <u>2222</u> 7777 DINANIC CLIMATE

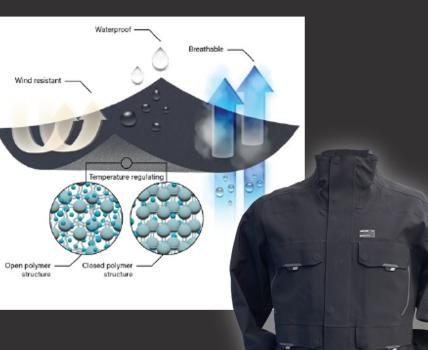
#### **CLASS A CERTIFIED**

- LAMINATED NYLON AND POLYURETHANE Schoeller Fabric with Polyester *C\_Change Membrane*
- 10K WATERPROOF /6K / PFAS-FREE DWR Finish
- SAS-TEC ERGONOMIC ARMOR ADJUSTABLE At Elbow and Shoulder, Back Optional
- MAGNETIC CLOSURE AT FRONT FLAP AND POCKET
- INNER CELL PHONE POCKET AND INNER CUFF
- BLACK REFLECTIVE DETAILS
- FULLY SEALED SEAMS

## **AESIR JACKET // BRP x Schoeller "C-Change" membrane**

## FUNCTION

- schoeller\*-c\_change™ membrane acts in a similar way to pine cones which open and close in response to different weather conditions
- at higher temperatures or during aerobic activities, the polymer structure of the schoeller-c\_change<sup>™</sup> membrane opens in response to the correspondingly intense moisture development
- · excess heat and moisture can escape to the outside air
- in the cold or at times of low activity, the membrane remains closed
- as a result of lower moisture development, the polymer structure contracts and keeps the heat close to the body
- can be processed into membrane solutions ranging from non-elastic to highly-elastic



#### 441715 MEN'S METROPOLIS AESIR PANTS

E Class A commuter pants



## **METROPOLIS AESIR PANTS**

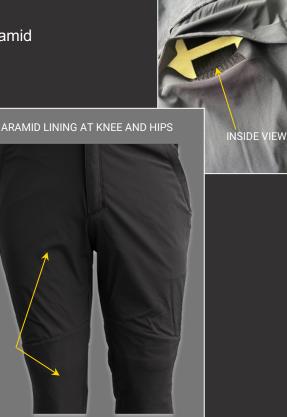
## What is the difference between Aramid and Kevlar?

It is the *SAME* thing! Kevlar is simply a trademark brand name for the generic aramid fiber made by DuPont.

Due to the amount of strength these high performance and resilient 100% synthetic fibers have, they can withstand even the most harsh elements and provide extra needed protection:

- Lightweight (lighter than carbon fiber)
- Heat-resistant & Flame resistant (high melting point)
- Anti-abrasion
- Impact resistant (absorbs energy)

Over half of 2W riders ride unprotected, putting themselves at risk should they get into an accident. Focus on educating dealers and customers to our offering of certified protective gear to make the right choice to keeping them safe!



#### 454926 MEN'S METROPOLIS LOKI RIDING HOODIE

Wind & Water Resistant CE Class A Certified Riding Hoodie

LAMINATED SOFT SHELL FABRIC WITH TPU MEMBRANE AND MICRO-FLEECE BACK ADJUSTABLE, SNAP-**DOWN HOOD** 8K WATERPROOF/3K / **PFAS-FREE DWR FINISH** ABRASION **RESISTANT FABRIC** AND SAS-TEC BLACK REFLECTIVE ERGONOMIC ARMOR DETAILS AT ELBOW AT ELBOWS AND AND BACK SHOULDERS SAS-TEC BACK ARMOR (OPTIONAL)

#### 288034 WOMEN'S METROPOLIS LOKI RIDING HOODIE

Water Resistant CE Class A riding hoodie



#### 454926 MEN'S METROPOLIS LEATHER GLOVES CE Level 1 gloves





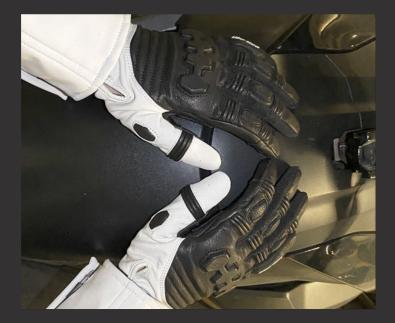


- TOP GRAIN GOATSKIN LEATHER
- PADDED KNUCKLES, PALM & THUMB
- CUSTOM HARD-SHELL KNUCKLE
- STRETCH PANELS AT FINGERS
- ULTRA SHORT WRIST CUFF
- RECYCLED TRICOT LINER
- PERFORATED HOLES ON FINGERS & FOURCHETTES
- EN 13594: 2015 // LEVEL 1 + KNUCKLE

#### 288044 WOMEN'S METROPOLIS LEATHER GLOVES CE Level 1 gloves







- TOP GRAIN GOATSKIN LEATHER
- PADDED KNUCKLES, PALM & THUMB
- CUSTOM HARD-SHELL KNUCKLE
- STRETCH PANELS AT FINGERS
- ULTRA SHORT WRIST CUFF
- UNLINED FINGERS FOR DEXTERITY & GRIP
- PERFORATED HOLES ON
   FINGERS & FOURCHETTES
  - EN 13594: 2015 // LEVEL 1

## CE CERTIFICATION What is it?

#### **CE CERTIFICATIONS**

Let's face it, getting riding gear and equipment that will protect you on the road can be complex. There are a wide variety of laws, certifications and rating systems; however, you can ride assured.

However, you can ride assured when you see the CE symbol on your Can-Am gear. These products have gone through significant testing and meet the stringent requirements necessary to earn this certification.

All of our CE certified items have passed the following tests: impact abrasion resistance, tear strength, seam strength, wash testing, and chemical testing.

So when you see the CE mark on your Can-Am gear, you can ride with peace of mind knowing your equipment has you covered.



## **SAS-TEC PROTECTORS**

What is our offering?

#### SAS-TEC PROTECTORS

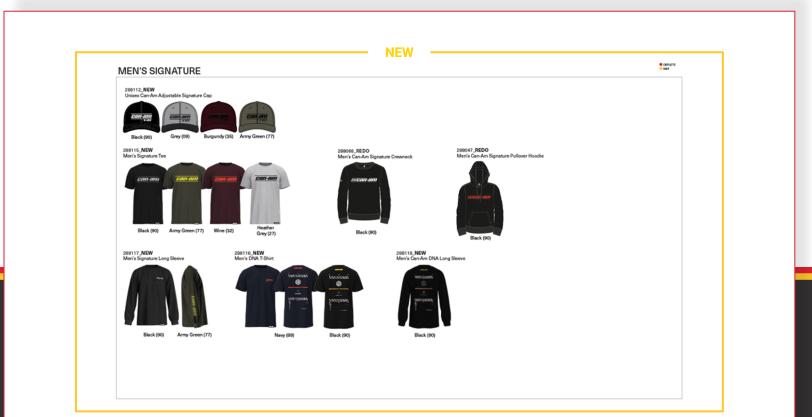
Our riding jackets include removable SAS-TEC protectors in the shoulders and elbows, as well as a zone for a back protector (sold separately). SAS-TEC protectors are low-profile, modular, and most importantly, highly effective shock absorbers.



# **SPORTSWEAR COLLECTION**

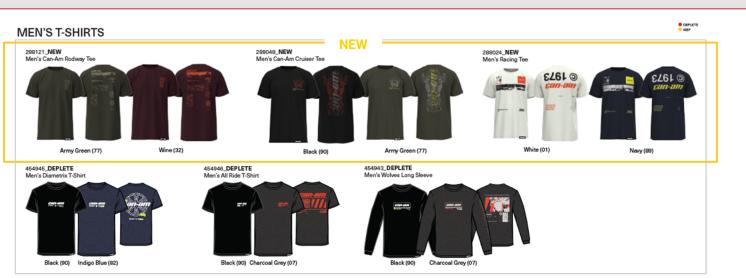
#### Can-am

## **MEN'S SIGNATURE LINEUP**



## **MEN'S TOPS LINEUP**

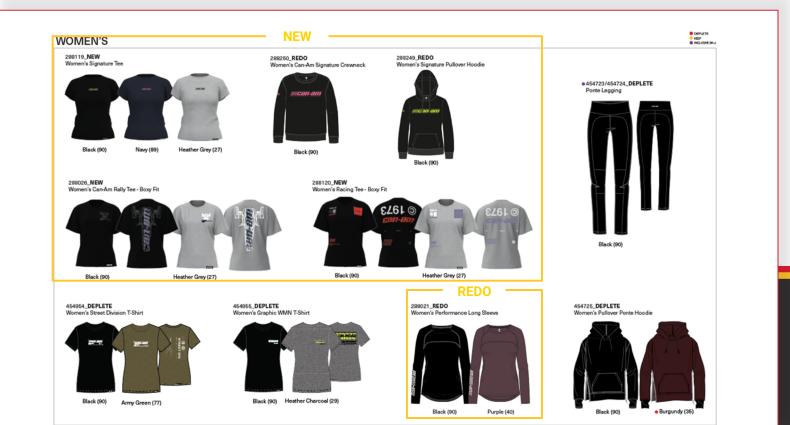
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#### MEN'S CASUALWEAR



## *can-am* WOMEN'S LINEUP



#### Can-am

## **HEADWEAR & RACING LINEUP**

