

can-am®



POWERED UP

ISSUE
N.02

TRAVIS PASTRANA ON
RAISING "MOTOR GRRRLS"

- NON-STOP ACTION AT KING OF THE HAMMERS
- LEVEL UP WITH NEW ACCESSORIES
- CHECK OUT UPDATED CAN-AM CLASSICS



can-am



TABLE OF CONTENTS

MOTOR GRRRLS	04
ANY TERRAIN. ANY ADVENTURE.	08
BRAVE THE ELEMENTS	10
HIT THE TRAILS	11
THE MISSING LINK	12
WELCOME TO THE FAMILY	14
THERE'S NO PLACE LIKE HAMMERTOWN	16
RAISE THE ROOF	20
LET THE GOOD TUNES ROLL	22
GEAR ON THE GO	23
MEET THE LINEUP	24



MOTOR GRRRLS

By Travis Pastrana

The Can-Am ambassador and action sports icon reflects on what riding has taught him and his daughters.



I grew up racing dirt bikes as an only child and have an extended family packed with almost all boys—my dad has five brothers, my mom has two brothers and most of them had boys around my age. Now, as a father of two girls, I'm happy to say firsthand that the excitement of riding with your family is universal.

Growing up at Pastraland, my girls were on bikes, boards and karts from the moment they could walk. It's not that we pushed them in that direction, but riding and driving anything with wheels is in our blood. Over time, and after a few crashes, my girls started to favor four wheels over two. They enjoy riding along with me with the music playing in my Can-Am Maverick X3 MAX almost as much as I enjoy taking them.

Sometimes we cruise the trails looking for wildlife but inevitably they start yelling, "Faster, faster," and "Hit the big jump!" I love to drive and I love spending time with my girls. We've had some of my best moments as a father and husband laughing and riding together on the trails.

I can't even begin to describe the confidence, happiness, friendships and understanding of



"My girls were on bikes, boards and karts from the moment they could walk."

- Travis Pastrana



responsibility that motor vehicles have taught me over my lifetime. Most of my best memories from childhood took place at a track or riding the trails with my friends. Watching my girls grow up with safer and more durable vehicles and with women role models like Hailie Deegan and Lia Block – who are proving that girls can be competitive in all forms of racing – absolutely warms my heart.

As a dad, it's my job to teach my kids how to be safe and to make sure we always have fun. I don't know if my girls will want to start racing in the future or just drive as a hobby, and honestly, it doesn't matter to me one way or the other. I'm just so thankful for every minute of quality time Lyn-Z and I get to spend with them behind the wheel of our Can-Ams.

HAILIE DEEGAN

Hailie Deegan, the NASCAR Truck Series driver and Pastrana family friend, answered some of our questions on what being a Motor Grrrl was like from her perspective

Who were your motorsports idols like when you were young?

"Honestly my biggest motorsports idol, and the person I looked up to the most, was my dad. Other than that, I really didn't look up to anyone else because I was so focused on my racing and what I was trying to accomplish."



Is it different for girls coming up now in motorsports than it was for you?

"Nowadays, because there are a few more girls in the racing world, it might be easier for more girls to get into it because they have other girls to look up to and be inspired by. I really feel like the UTV world has gotten more girls interested in racing and just driving in general because of how accessible it is."

What do you get from riding that's different than racing?

"The NASCAR racing side of my life is super stressful and a lot of pressure. When it comes to wanting to relax, hopping on my Can-Am and just riding around my property is almost like therapy. I get to just have fun and do my thing."

1 Adventure Roof Rack-MAX

Live your off-road experience to the max with this cargo solution for packing everything you need. 715003868

2 LinQ 4.2 Gal Cooler

Secure LinQ-mounted cooler made with premium foam insulation. 295100698

3 Rally Side Mirrors

See who's coming in second with these sleekly designed racing style mirrors. 715005262



MAVERICK X3 MAX DS TURBO

Explore Can-Am Maverick X3 Adventure Accessories

ANY TERRAIN. ANY ADVENTURE.

The Can-Am Maverick X3 vehicle has go-anywhere, do-anything capability. Pack it up and head way off-road for a family trip unlike any other.

This high-performance vehicle can handle any adventure you can dream of. Ride over rocks, mud, dunes or desert to reach off-road campsites, or win a race! That's right, the Maverick took the podium at the Dakar Rally, three years in a row.



- 4 Sport Roof - MAX**

This impact-resistant injected polypropylene roof protects from the elements and provides excellent downhill visibility. 715003750
- 5 Tinted Half Windshield**

Get excellent UV resistance and optical clarity from this windshield. 715004291
- 6 LinQ 12 Gal (45L) Cargo Box**

An easy-on, easy-off box that holds cargo safely and securely while riding. 715003879

BRAVE THE ELEMENTS

Bring on the dirt, mud, rain and sun. These accessories offer more comfort, and protection from whatever the weather throws at you.



[Explore more cabin options](#)

WINDSHIELDS

Powerflip Windshield
X3 715007097
MTS 715003658



ProVent Windshield
X3 715005277
MTS 715005210



Half Windshield
X3 715002909
MTS 715003657



ROOFS

Sport Roof
X3 715005521 / (MAX) 715003750
MTS 715006218 / (MAX) 715004704



Can-Am Audio Roof
X3 715007130
(MAX) 715006709



DOORS

Aluminum Half Doors
X3 715007971



HIT THE TRAILS

Make your Can-Am Maverick's day with these accessories designed to add comfort, style and sound to your off-road experience.

Go further and explore more in our most agile side-by-side vehicle. Built for long rides and new trails, this adventure-loving vehicle has everything you need for some good, (not so) clean fun.



1 LinQ 8 GAL (30L) Cooler Box

This easy-on, easy-off weather resistant cooler box has a fully removable compartment that protects food. 715004778

2 Half Windshield – Clear

Protects riders from the elements with this easy to install windshield. 715003657

3 Sport Roof

This robust injection-molded polypropylene roof provides excellent protection from the elements. 715006218



4 Sport Half Doors

These stylish half doors are a must-have for additional cabin comfort. 715006217

Complete Wet Sounds Audio System (not shown)

This premium sound system is built for outstanding sound quality worthy of the playlists of champions. 715003672



Check out our Can-Am Maverick Sport & Maverick Trail Accessories

THE MISSING LINQ

The LinQ storage system turns your Can-Am vehicle into a full-on adventure machine. All it takes is a quarter turn to remove and install each cargo component.



See more LinQ accessories

MOUNTING LOCATION

LinQ Pivoting Rack
X3 715002881
MTS 715008297



16" BASE

LinQ Roll-Top Bag
715008110



LinQ Tool Box
715008111



36" BASE

LinQ 8 Gal (30L)
Cooler Box
715004778



LinQ 12 Gal (45L)
Cargo Box
715003879



LinQ Premium
Storage Bag by Ogio
715002923



Adventure Unlocked

Our certified outfitters offer Can-Am off-road experiences, guided adventures or rentals, providing access to some of the most legendary destinations in North America.



[Plan your next adventure!](#)

UNCHARTED SOCIETY





WELCOME TO THE FAMILY

These Can-Am classics now come with new features.



Can-Am Maverick X3 MAX DS Turbo

This Maverick has all the power you need to chase every thrill. In fact, it's the most powerful, mid-hp vehicle, boasting up to 135 hp. Plus, superior handling and acceleration, thanks to the best power-to-weight ratio in the industry* and a new pDrive. A brand new color scheme means you'll do it all in style.



Can-Am Renegade X xc 1000R

This Renegade is ready to attack and it'll lead the pack. Quick and agile, it performs well on dirt, sand and whatever else may cross your path. New updates include iEB, integrated LED lights, a fresh new fascia, and a hot new color combo: Catalyst Gray & Neo Yellow.



[Check out the vehicles](#)

*Based on Maverick X3 MAX DS Turbo. Information valid as of July 05, 2022. All competitive comparisons are based on 2022 models and on published manufacturer specifications at time of creating or printing.

THERE'S NO PLACE LIKE HAMMERTOWN

Community, progression, and non-stop action in the rock-crawling capital.



“The toughest, roughest, and most difficult one-day off-road race in the world.”

– **Dustin Jones**

There are certain places on this earth that for decades have drawn sports enthusiasts with a magnetic force like nowhere else. For surfers, it's Hawaii's North Shore; for skiers, it's Alaska's steep icy peaks. For off-road enthusiasts, it's California's Johnson Valley in February.

Looking out his window, Dave Cole gets to drink in the breathtaking beauty of the valley each and every day with his morning cup of coffee. As the founder of the legendary King of the Hammers week-long race and event, there's nobody who understands the magic of the area better than Cole.

It's been 17 years since Cole and his friend Jeff Koll, a fellow off-road enthusiast, sat down in a restaurant in the iconic Johnson Valley and set out to answer the question: how can we take the world of rock crawling to the next level?

Nearly two decades later, their let's-do-what-the-hell-we-want attitude has ballooned into an 80,000-person event (described as “Burning Man meets Mad Max”) that's not only the heart and soul of the sport of rock crawling and off-road driving, but also the foundation for progression in an industry that has been completely transformed since the duo came up with the concept for the race.

It all started in 2006, when Cole took home the top spot at world championships of rock crawling in a casino parking lot in Las Vegas – a far cry from the world-class events he hosts today.

“There was literally no footage of the event and they misspelled my name in the magazine

that recapped the event. I think I took home like 700 dollars,” said Cole.

“I just thought: something had to be better than what was happening, and my biggest pet peeve is people that complain and don't do anything about it.”

So Cole went to work, and the next year King Of The Hammers was born. At the core of the new competition was the introduction of speed – something rock crawling was missing at the time. Today, that's one of the key components of the course that Can-Am's Dustin Jones calls “the toughest, roughest, and most difficult one-day off-road race in the world.”

Year after year the event's following grew bigger and bigger, and alongside that the sport began to grow – with Can-Am at the forefront of progression every step of the way.

“2011 was our first year racing UTVs. To watch the level of progression, the performance of the machines, and the way they've advanced in 10 years is mind-boggling,” said Cole.



“The guy who’s been camping here for the last 10 years during the race is just as important to the culture of the event as that guy that’s out there racing

– Dave Cole



From there, it's been onwards and upwards with Can-Am riders Kyle Chaney, Hunter Miller and Paul Wolff sweeping the podium in 2022. And behind these riders are machines that have progressed to withstand the rough terrain that makes up the King of the Hammers course.

"Years ago, a UTV was literally a utility vehicle, right? It was a 100 cc motor at most, and it had enough gearing to kind of torque along, but it had no suspension and didn't have any real performance," Cole explained.

"The leveling up that the industry in general has done that's been led by Can-Am... it's absolutely insane."



Alongside the progression is something that Cole sees as even more special, and perhaps the thing that makes that progression possible: an unbreakable community.

"The reason why King of the Hammers was awesome this year is because it was the right 80,000 people – it wasn't too much, and it wasn't too little," said Cole.

Having run for over 10 years now, the race doesn't just attract hardcore racers, it draws a group that's actually created its own culture – which is why it's been compared to the iconic Burning Man festival.

"The guy who's camped here during the race for the last 10 years is just as important to the culture of the event as the guy who's out there racing," explained Cole.

While the otherworldly machines draw the crowds, it's the people that make them stick around. Behind the fast-paced action of the race scene is a community that acts as the glue for the event—a community vibe that any off-road enthusiast, young or old, can relate to.



1 Aluminum Half Doors

Lightweight half doors designed for seamless integration and contoured for better protection from the elements. 715007971

2 Retractable 4-Point Harness – Driver

Move freely and benefit from extra support thanks to the 4-point attachments. 715005021

Rear View Mirror and Camera Monitor (Not Shown)

See everything you need with this waterproof camera and monitor that uses infrared light for night vision capabilities. 715004905



MAVERICK X3 X DS TURBO RR

RAISE THE ROOF

Pump up the jams and the party with these premium accessories that will make your Can-Am Maverick X3 sing.

The purpose-built-for-anything Maverick family of side-by-sides likes to be heard. With waterproof sound systems boasting premium speakers, multi-colored LEDs, Rockford Fosgate audio receivers and a new way to literally raise the roof, the party is wherever you and your Maverick show up.



3 Yoshimura Slip-On Exhaust

This collaboration with Yoshimura will make your ride sound and look even better. 715002882

4 Can-Am Audio Roof Flip Kit

Take the party up a notch with this kit that allows you to share your sound with everyone. 715007131

5 Can-Am Audio Roof

Get the party started with this built-in audio roof. 715007130



OFF-ROAD PLAYLIST



Hailie Deegan



Dale Brisby



Rodrigo Ampudia



Alex Templeton

LET THE GOOD TUNES ROLL

Transform your Can-Am into a portable party thanks to these premium audio accessories perfect for tuning in and turning up.



Shop Audio Accessories

Complete Wet Sounds Audio System
This premium sound system is orchestrated for outstanding sound quality and the playlists of champions.
MTS 715003672



Can-Am Audio Roof
Get the party started with this integrated audio roof.
X3 715007130



Can-Am Audio Roof Flip Kit
Take things up a notch with this kit that allows you to share your sound with everyone.
X3 715007131



Can-Am Amplifier Kit
Powerful amp designed to feed underseat subwoofers.
X3 715007227



Can-Am Subwoofer
Powerful underseat subwoofer speaker box.
X3 715004956
MTS 715006359



Can-Am Flannel Shirt 454553



Can-Am Pyra Dune Helmet 929039



Can-Am Signature Crewneck Sweatshirt 454632



Ladies Can-Am Signature T-Shirt 454429



Can-Am Pyra Helmet 929038



GEAR ON THE GO

What you wear when you jump into the cockpit isn't just about being safe, it's about maintaining optimal comfort for the environment that you're in.



[Shop Apparel Men](#)



[Shop Apparel Women](#)

MEET THE LINEUP

Our lineup covers every reason to ride, from cruising around to getting serious work done. What you see here is just a small taste of our vehicle selection.



MAVERICK X3



DS



X ds



X mr 72"



X rs

MAVERICK TRAIL



DPS





RENEGADE



X xc



X mr

MAVERICK SPORT



DPS



X rc



X xc



Customize your ride so it's exactly the way you like it. Pick each individual accessory and it'll all be there, right from the beginning. In some cases, you can even pick the color and engine that fits your riding style.



[Customize your ride](#)