

ISSUE NO. 1

# POWERED UP

ATV  
VEHICLES

SIDE-BY-SIDE  
VEHICLES

by

***can-am***

ELEVATE THE MOMENT  
WITH OUR 2022 OFF-ROAD LINEUP

GET INSPIRED  
WITH RIDER  
STORIES

DISCOVER  
OUR LATEST  
VEHICLES

EXPLORE  
ACCESSORIES  
AND APPAREL

THERE ARE THOSE WHO LET LIFE  
PASS THEM BY, AND THOSE WHO  
ARE BORN GO-GETTERS, DOERS  
WHO ALWAYS CHARGE FORWARD,  
BELIEVING THERE'S MORE TO LIFE  
THAN SIMPLY LIVING.

THAT EVERY PATH IS AN INVITATION –  
TO GO SOMEWHERE YOU HAVEN'T BEEN,  
TO FEEL ALIVE LIKE YOU'VE NEVER FELT,  
TO CHALLENGE LIMITS TO THE VERY BRINK.

EXHILARATION IS NOT GIVEN, IT'S EARNED.  
BY THOSE UNAFRAID TO GO AGAINST  
THE GRAIN, DETERMINED TO RULE IT.

FOR ALL WALKS OF LIFE,  
FROM ALL FOUR CORNERS.

BREAK FREE. BE FEARLESS.  
LET YOUR HEART SKIP A BEAT.

FEEL THAT FULL-THROTTLE FREEDOM.

*can-am*  
**OFF-  
ROAD  
LIVIN'**

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**can-am**

GOING DEEP WITH  
THE S3 POWER SPORTS CREW

# DRIVEN BY PASSION

If there's one thing you can't knock Dustin Jones for, it's his drive to do what he loves. Want proof? Ask his right hand man Dustin Henderson.

Beyond Jones' passion for digging himself out of the deepest mud holes, building custom machines that can tackle the toughest terrain you can imagine, and generally making the most of the outdoors, it was early 2013 when Henderson witnessed a level of persistence he hadn't yet seen out of his long-time friend.

Jones, a lifelong UTV enthusiast and Can-Am racer, had recently pushed all his chips in. When an opportunity arose to join forces with another old friend, Mr. Mal of S3 Pump Service, to form S3 Power Sports, Jones quit his day job at a well-known engineering firm in his hometown of Shreveport, Louisiana. It was a move that took confidence in himself and his new employer—one that he had only ever dreamed of until this point.

After teaming up with Mr. Mal, Jones was determined to recruit his longtime friend and college roommate Dustin Henderson to join in on the fun.

"I was working and living in Little Rock, Arkansas. For six months straight, DJ (Dustin Jones) would call me three to four times a month to try and convince me to come work for him," Henderson recalled.

Henderson, like Jones, had a hard time believing such a dream could turn into reality. Although the two grew up riding UTVs and finding the deepest mud holes they could every weekend—making racing and developing the very machines they worshipped into a full-time job—well, that was just a fantasy.

Until it wasn't. Once Jones finally convinced Henderson to visit the office, he put in his two weeks' notice, moved back to his hometown, and joined the team at what is now S3 Power Sports. "The only thing I regret is that I didn't do it six months earlier," Henderson said.

Now a mainstay in every corner of the UTV scene, S3 Power Sports has built their brand on one thing: passion.

The common thread between each hire and every bit of success they've had is the passion that Mr. Mal, Dustin Jones, Dustin Henderson and the entire team have brought to the table. It shines through in every aspect of their work, and it's what has made their partnership with Can-Am so powerful. With a motivated crew and machines that empower them to push the limits, the crew has staked their claim in the UTV world, competing and tasting victory at events like the Mint 400, the Baja 1000, King of the Hammers, and many more.

The S3 Power Sports brand has grown from a parts company to a race team to a full-fledged media house faster than the team has been able to keep up, and that's saying a lot for a crew whose career is built on harnessing speed. But along the way, the crew hasn't lost sight of what makes them—and the brand—so popular. And that's the off-road lifestyle that makes their adventures (and misadventures) so entertaining.

"A lot of people see what we're doing with Can-Am, but those opportunities didn't create themselves—we just keep moving because we're involved in this sport and we love it," Jones said.

As a kid, Jones lived in the country, and with his father often away on business trips, he was left alone to tinker with the machines if he wanted them to run. Today, he's still the same kid tinkering away so that he can go out and have some fun. But not anyone can do the job.

"We're so passionate about what we do," Henderson said. "When you put people into positions where they're fired up about

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**"WE'RE SO PASSIONATE  
ABOUT WHAT WE DO"**

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what they do, you get some pretty crazy and unique outcomes."

And unique and crazy is definitely what the crew is known for. With the Maverick X3 as their go-to machine, they've created unforgettable moments on a slew of Can-Am vehicles over the years, showing the world their love and depth of understanding of everything Can-Am.

Yet even after winning races with Can-Am, growing their business, and creating content for the masses, the crew still has one thing on their mind—sharing their passion for off-road livin'.

"My goal this year," Jones said, "is to go places, ride with people and get people to live that off-road lifestyle."

See what the crew has been getting up to:  
[can-amoffroad.com/visions-of-victory](https://can-amoffroad.com/visions-of-victory)





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**"WHEN YOU PUT PEOPLE INTO POSITIONS WHERE  
THEY'RE FIRED UP ABOUT WHAT THEY DO,  
YOU GET SOME PRETTY CRAZY AND UNIQUE OUTCOMES."**

DUSTIN JONES

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WELCOME TO THE FAMILY

## HOLD ON TIGHT

Elevate the moment and brace  
for a shot of adrenaline.  
The 2022 Can-Am lineup  
is geared up for adventure,  
and this new machine's ready  
to join the action.



### INTRODUCING THE **NEW MAVERICK X3 X RS TURBO RR WITH SMART-SHOX.**

With turbocharged machines this fast, objects in the mirror are farther than they appear. From 200 hp to the most advanced suspension in the industry, this changes the game on sand, mud and rock. Anywhere you roam, the Maverick X3 lineup is tougher, faster and more agile than ever. Drive on the edge, and back.

"We ride in Baja, and the power-to-weight ratio is what counts the most. This machine keeps pushing even when you're loaded down with people and gear. Having 200 hp and Smart-Shox is a dream come true: even at top speeds, the Maverick X3 is more comfortable than it should be on the toughest terrain."

— Rodrigo Ampudia—Racer, Party Starter,  
Can-Am Rider

Learn More  
about the  
Maverick X3

US



CAN







JASON WELLER  
CAN-AM PRO RIDER



MAVERICK X3 X RS TURBO RR WITH SMART-SHOX

# TURBO CHARGED

Agility, speed and all the power you need. This high-energy overachiever is ready to chew up any terrain in its path.



- NEW —
- ① **CAN-AM AUDIO ROOF**  
Four 8" speakers with LED lights, a 400 RMS and 800 peak watt amplifier.  
715007130
- NEW —
- ② **CAN-AM AUDIO ROOF FLIP KIT**  
Combines with Audio Roof for flip option.  
715007131
- ③ **RALLY SIDE MIRRORS**  
Sleek racing style, rider-adjustable.  
715005262
- ④ **SHOULDER STORAGE BAG**  
Attaches in empty space between seats to boost cargo capacity.  
715004277
- ⑤ **FRONT LOWER DOOR PANELS**  
Great-looking add-on to protect and seal the cab area.  
715002903
- ⑥ **LINQ 8 GAL (30L) COOLER BOX**  
Premium-quality foam insulation for optimal ice retention.  
715004778
- ADJUSTABLE LIGHTED WHIP FLAG**  
Five colored lenses to enhance your vehicle's visibility when you ride the dunes.  
715001651 — NOT SHOWN



Explore  
Maverick X3  
Performance  
Accessories



## MAVERICK SPORT MAX

# READY WHEN YOU ARE

Peak performance with a can-do attitude.  
It's your down-for-whatever ride that's built for action  
and eager to please.

**HALF WINDSHIELD - CLEAR**

Formed polycarbonate construction for enhanced rigidity.

715003657 — **NOT SHOWN**

**① SPORT HALF DOORS**

Additional cabin comfort made of molded polypropylene.

715006217

**② DOOR TRIM**

Matching colored panel to complete the look.

715006216

**③ FRONT TRAIL BUMPER**

Anti-corrosion coating with durable powder-coat finish, inside and out.

715003680

**④ LINQ PIVOTING RACK**

LinQ latched rack for carrying extra LinQ accessories or a spare tire.

715004708

**⑤ SPORT ROOF**

Robust injection-molded polypropylene construction.

715006218

**⑥ BAJA DESIGNS XL SPORT LED LIGHTS**

Longer and narrower beam focus to illuminate further ahead.

710006821

Explore  
Maverick Trail  
& Maverick Sport  
Performance  
Accessories

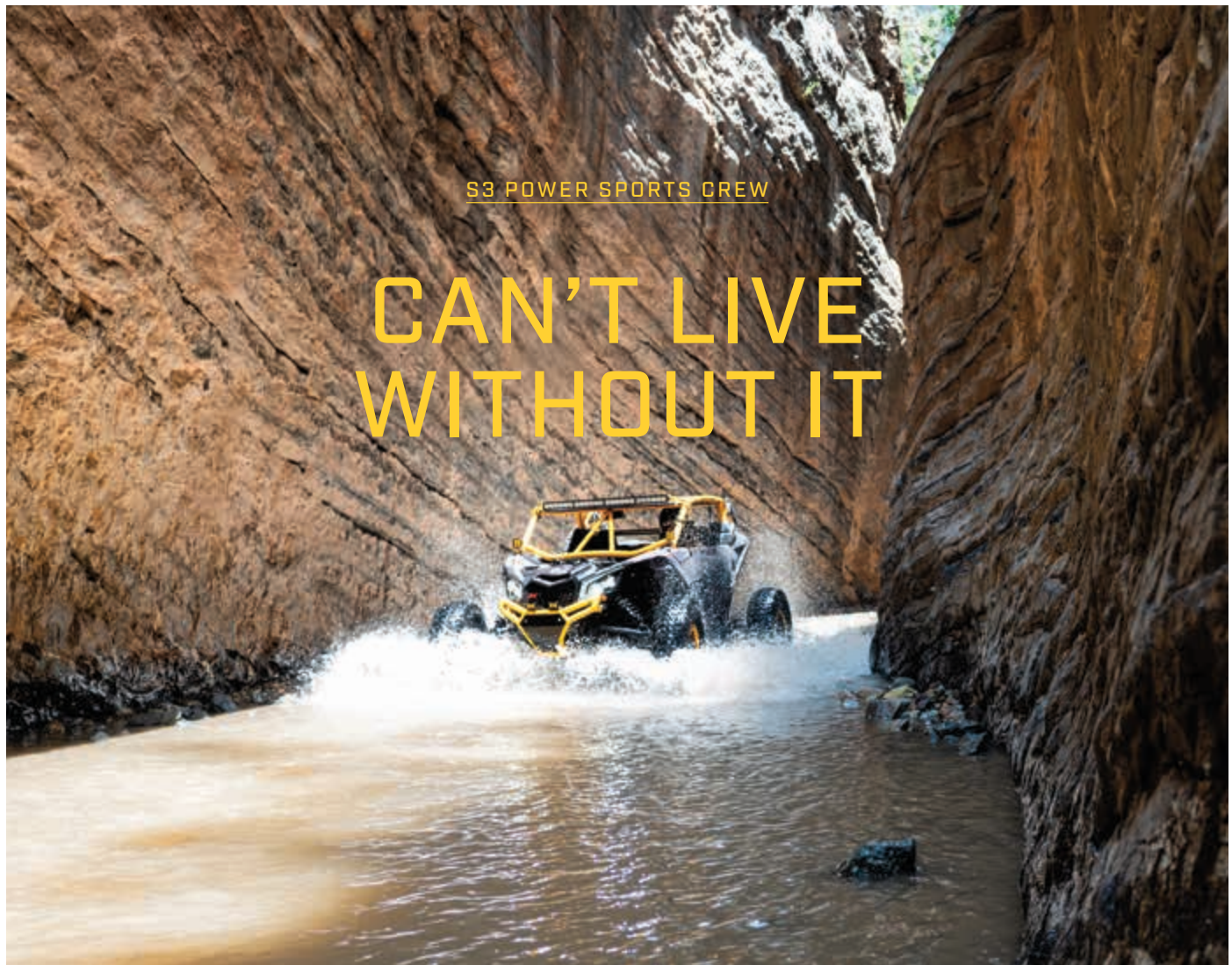
US



CAN







Peak performance with a can-do attitude. It's your down-for-whatever ride that's built for action and eager to please.

Whether they're neck-deep in a mud pit or hundreds of miles out of service in the desert, the S3 Power Sports crew are experts in getting themselves into situations that require a heavy dose of ingenuity, grit, and perhaps most importantly, the machines they can rely on to get the job done.

The crew has spent more time on the Maverick X3 than most, and being experts in pushing things to the limit, we know that if anyone knows how to get their machine dialed in, it's these guys. We sat down with Dustin Jones, Dustin Henderson and Logan Brezina to hear about the accessories for the Maverick X3 that the crew simply can't live without.

#### **Dustin Jones**

**Front Lower Door Panels** - I love these because they offer the coverage of a full door, while still having the option to revert back to a sporty half door look. The fit and finish complement the styling and body lines of the X3 perfectly.

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**“WHERE WE RIDE IN BAJA REALLY SHOWS OFF A POWER-TO-WEIGHT RATIO THAT DELIVERS THRILLS EVEN WHEN YOU’RE LOADED WITH PEOPLE AND GEAR.”**

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**LinQ Pivoting Rack** - We've installed so many of these at the shop because they're so useful. They double the cargo bed space and serve as the perfect spare tire carrier, while still allowing enough room for a variety of payload options. The sturdy and robust design makes this accessory more than capable of handling any big jobs you may have.

#### **Dustin Henderson**

**Audio Roof** - We've been riding for a long time, and just as much as I like going fast, I like being one of the cool kids! Having a jammin' stereo has just become a part of this off-road lifestyle and something we incorporate in nearly all of our builds. Plus, since it's waterproof, we can wash it off easily!

**Half Windshield** - Riding has become a big opportunity for people to advertise their riding group or their race team, and a Can-Am half windshield is the perfect place for that sticker. Plus, I love it for its function! It's truly surprising how much wind and debris the half windshield deflects from you and your co-driver.

#### **Logan Brezina**

**LinQ 8 GAL (30L) Cooler Box** - Staying hydrated while on the trails is a huge deal to me. Easy install, great accessibility, and a strong latch mechanism make this one a “must have” on my Can-Am!

Explore  
Performance  
Accessories





# FROM ALPINE TO DESERT

OFF-ROAD WITH  
**SCOTT MCFARLAND**



A snowflake falls in the mountains of Park City when the perfect mixture of moisture and cold temperatures combine to create what the state of Utah calls the “greatest snow on earth.” In these mountains is where Scott McFarland’s story starts—but let’s not get ahead of ourselves.

After growing up in Alpine, Utah, McFarland moved to Park City, where he started guiding snowmobile tours. It was there where he got an idea.

After familiarizing himself with Ski-Dos and guiding people from all walks of life, as well as a couple of A-list celebrities along the way, Scott had a bigger idea—to start his own operation.

“There were lots of people that could have been self-important, but they were just there to have fun,” McFarland remembered. It was these connections who assured him that he wanted to dive into guiding. And like the snowflake that falls in those mountains and then eventually melts into the many tributaries that flow out of the Wasatch Range, McFarland headed to the rivers.

With his winters filled up, McFarland started a raft-guiding business that ran in the summers. As the business blossomed, his eyes widened—and that snowflake that had melted into the river, well, it had to go somewhere. For McFarland that somewhere turned out to be Moab, Utah.





Not yet known as a world-famous tourism destination, Moab was just an old mining town at the time.

"Honestly, when I moved there, it was pretty dilapidated," McFarland remembered.

Nonetheless, he saw an opportunity, and he started High Point Hummer & ATV. The tour company has become the go-to ATV and side-by-side guide for lovers of off-road over the past twenty years, and McFarland couldn't be happier to share the joy.

After experimenting with different vehicles over the years, McFarland switched to solely Can-Am machines, citing their reliability and capability as the reasons.

"I just have to give a ton of credit to the engineering team at BRP," McFarland said.

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### "LIVING A UNIQUE EXPERIENCE, THAT'S WHAT MATTERS."

---

With the unique terrain in Moab and a desire to truly show his clients what is possible in the world of off-road, McFarland wants the best of the best. That's where the Maverick X3 comes in.

"They work well, at everything. We have a lot of technical terrain where you're going very slow, and there are huge consequences if the

machine doesn't perform how you think it's going to," McFarland said.

Beyond performance, it's the reliability that matters, as his business and his livelihood depend on the machines to make clients happy and introduce people to the world of off-road.

"With Can-Am, we don't worry about having to come back home when we leave—and for our clients, photographing incredible animals and landscapes while living a unique experience within local communities, and myself, that's what matters—the experience.

**High Point Hummer is part of Uncharted Society, BRP's new adventure program. Book this experience here:**  
[unchartsociety.com/moabadventure](https://unchartsociety.com/moabadventure)

## MAVERICK X3 DS TURBO

# LOAD UP AND DON'T LOOK BACK

When the pavement ends, the adventure starts.  
Hop into this action-ready ride and go explore the world.



**① ALUMINUM ROOF**  
Sporty-looking roof is durable and lightweight.  
715004224

**② HALF WINDSHIELD**  
Non-yellowing, non-crazing and non-cracking, with excellent UV resistance.  
715002909

— NEW —  
**③ ALUMINUM HALF DOORS**  
Engineered for maximum durability and a seamless look.  
715007971

**④ LINQ PIVOTING RACK**  
LinQ latched rack can carry extra LinQ accessories or a spare tire.  
715002881

**⑤ LINQ PREMIUM STORAGE BAG BY OGIO**  
Carry everything you need in this semi-rigid cargo bag.  
715002923

**⑥ LIGHTED WHIP FLAG**  
Increase your ability to be seen, thanks to this illuminated flag.  
715002886



Shop Adventure  
Accessories  
for Maverick X3



CAN







CORRY WELLER  
CAN-AM PRO RIDER





HIT THE TRAIL, GET IN THE GROOVE,  
THEN GET THE PARTY STARTED WITH GREAT  
AUDIO ACCESSORIES INCLUDING  
THE CAN-AM AUDIO ROOF FLIP KIT



**CAN-AM AUDIO  
ROOF + AUDIO  
ROOF FLIP KIT**  
X3 715007130  
715007131



**CAN-AM  
SUBWOOFER**  
X3 715004956  
MTS 715006359



**COMPLETE  
WET SOUNDS  
AUDIO SYSTEM**  
MTS 715003672



**CAN-AM AUDIO  
ROOF MAX**  
X3 715006709



**CAN-AM  
AMPLIFIER KIT**  
X3 715007227



**ELECTRONIC  
DEVICE HOLDER**  
X3 715002874  
MTS 715005212



**COMPLETE MTX  
AUDIO SYSTEM**  
X3 715002873

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Accessories

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CAN







# YOU'VE GOT OPTIONS

ROOFS, WINDSHIELDS, DOORS AND MORE.  
WE'VE GOT ALL THE PROTECTION YOU NEED  
FOR WHEN THE DIRT STARTS TO FLY.

## Roofs



**PROVENT ROOF  
MODULE KIT**  
X3/MTS 715005279



**SPORT ROOF**  
X3 715002902  
X3 715003750 [MAX]  
MTS 715006218  
MTS 715004704 [MAX]



**BIMINI ROOF  
WITH SUN VISOR**  
X3 715002901  
X3 715003749 [MAX]  
MTS 715003661  
MTS 715004792 [MAX]

## Windshield



**POWERFLIP  
WINDSHIELD**  
X3 715007097  
MTS 715003658



**GLASS WINDSHIELD**  
X3 715003281  
MTS 715003653



**PROVENT  
WINDSHIELD**  
X3 715005277  
MTS 715005210



**REAR  
MIRROR &  
CAMERA  
MONITOR**  
X3/MTS 715004905

## LEGEND

**X3** MAVERICK X3  
**MTS** MAVERICK TRAIL  
MAVERICK SPORT

Shop Cabin  
Accessories

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# FIND THE PERFECT LINQ

CUSTOMIZE YOUR RIDE FOR EACH UNIQUE  
ADVENTURE. WITH LINQ'S ENDLESS  
CARGO-ORGANIZING OPTIONS, HAULING  
YOUR GEAR IS ALWAYS A QUICK  
QUARTER-TURN AWAY.

- ① **LINQ  
PIVOTING RACK**  
X3 715002881  
(Black)  
X3 715003439  
(Red)  
MTS 715004708



- ② **ADVENTURE  
ROOF RACK**  
X3 715003868  
(MAX)  
X3 715006225  
MTS 715004095



- ③ **LINQ  
CARGO RACK**  
MTS 715003702







## 16" Base

**LINQ 4.2 GAL  
COOLER**  
X3/MTS 295100698



**LINQ MODULAR  
BOX [30L]**  
X3/MTS 715006830



**LINQ MODULAR  
BOX [20L]**  
X3/MTS 715007112



**LINQ MODULAR  
BOX [10L]**  
X3/MTS 715005494



**LINQ TOOL KIT**  
X3/MTS 715006829



**LINQ TOOL BOX**  
X3/MTS 715004301



**LINQ DRY BAG**  
X3/MTS 715002875



**LINQ 4.5 GAL  
SPORT BAG**  
X3/MTS 860201678



## 36" Base

**LINQ 12 GAL [45L]  
CARGO BOX**  
X3/MTS 715003879



**LINQ 8 GAL [30L]  
COOLER BOX -  
GREY**  
X3/MTS 715004698



## LEGEND

**X3** MAVERICK X3  
**MTS** MAVERICK TRAIL  
MAVERICK SPORT

Shop LinQ  
Accessories

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CAN



①

# GEAR UP & GO

HIGH-TECH, LIGHTWEIGHT GEAR SO  
YOU CAN GEAR UP LIKE A CHAMP  
AND RIDE WITHOUT FEAR.





### CAN-AM TRENCH GOGGLES

Available in Blue, Charcoal Grey, Red & White  
448696



### CAN-AM STEER GLOVES

Available in Black, Blue, Pink & Red  
446329



### ① X-FACTOR JERSEY

Available in Blue, Grey & Yellow  
454437



### X-FACTOR JERSEY LADIES

Available in Pink  
454427



### ZULU JERSEY

Available in Black & Blue  
454426

### ② RESTOMOD JERSEY

Available in Black & Navy  
454434



### CAN-AM XC-4 CROSS TEAM HELMET

Available in Charcoal Grey, White, Red & Blue  
448651

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Apparel

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CA



MEN  
CA



WOMEN  
US



MEN  
US



# REV UP YOUR STYLE

## ① CAN-AM SIGNATURE CREW FLEECE

Available in Black  
& Heather Grey  
454474



## CAN-AM SIGNATURE PULLOVER HOODIE

Available in  
Army Green  
& Heather Charcoal  
454516



## VECTOR INSULATOR PUFFER JACKET

Available in Black  
& Blue  
454436



①



## SANDER LONG-SLEEVE T-SHIRT

Available in Blue  
& White  
454477



## UNDISPUTED LONG-SLEEVE T-SHIRT

Available in Black  
& Heather Grey  
454432

T-SHIRTS, SWEATERS, CAPS, JACKETS  
AND MORE. GET THE BEST CAN-AM APPAREL  
FOR LIVING YOUR BEST OFF-ROAD LIFE.



## BLOCKADE SOFTSHELL

Available in Black  
& Blue  
454442



## WOODSMAN FLAT CAP

Available in Blue  
& Camo  
448694



## CURVED CAP PATCH

Available in Black  
& Navy  
454433



## SENDER MESH FLAT CAP

Available in Khaki  
& White  
448693

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Apparel

WOMEN  
CA



MEN  
CA



WOMEN  
US



MEN  
US





# Adventure Reimagined

Our worry-free, fully curated guided and self-guided Can-Am off-road experiences offer access to some of the most iconic destinations in North America.

Find your next adventure at  
[unchartsociety.com](https://unchartsociety.com)



**UNCHARTED  
SOCIETY**

## MAVERICK TRAIL

# ELEVATE



● 700



**DPS**

● 700  
● 1000

● 1000

● 1000

With speed, power and performance beyond your wildest dreams, our 2022 Off-Road Lineup is over-eager and adventure-ready. Loaded with huge power and industry-leading technology and design, these machines are built to last, blast and make your heart beat fast.

Make any terrain your playground, conquer the toughest trails, kick up dust and get ready to get dirty. There's an unpaved road of memories ahead and this is where it starts.

## MAVERICK X3



**DS**

● Turbo  
● Turbo RR  
● Turbo  
● Turbo RR  
● Turbo  
● Turbo RR



**RS**

● Turbo RR  
● Turbo RR  
● Turbo RR



**X ds**

● Turbo RR  
● Turbo RR



**X rs**

● Turbo RR  
● Turbo RR  
● Turbo RR



**X rs with Smart-Shox**

● Turbo RR  
● Turbo RR  
● Turbo RR



**NEW**

**X mr 64"**

● Turbo RR



**X mr 72"**

● Turbo RR



**NEW**

**X rc 64"**

● Turbo RR



**X rc 72"**

● Turbo RR

# MOMENT



## MAVERICK SPORT



● 1000



**X mr**  
● 1000R



**DPS**  
● 1000R ● 1000R



**X xc**  
● 1000R



**X rc**  
● 1000R



**MAX DPS**  
● 1000R

## MAVERICK X3 MAX



**DS**  
● Turbo Turbo RR ● Turbo Turbo RR ● Turbo Turbo RR



**X ds**  
● Turbo RR ● Turbo RR



**X rs with Smart-Shox**  
● Turbo RR ● Turbo RR ● Turbo RR



**RS**  
● Turbo RR ● Turbo RR ● Turbo RR



**X rs**  
● Turbo RR ● Turbo RR ● Turbo RR



**X mr**  
● Turbo RR

**THIS  
LINEUP IS  
WIDE OPEN  
AND  
THERE  
FOR THE  
TAKING.**

Have a look at  
the Spec Book  
for all our  
Accessories  
and Apparel

US



CAN



Choose  
Your Ride

US



CAN

