

ISSUE NO. 1

POWERED

ATV
VEHICLES

UP

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.

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**OFF-
ROAD
LIVIN'**

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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

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

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 living.

"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



**“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



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](#)



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
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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



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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.

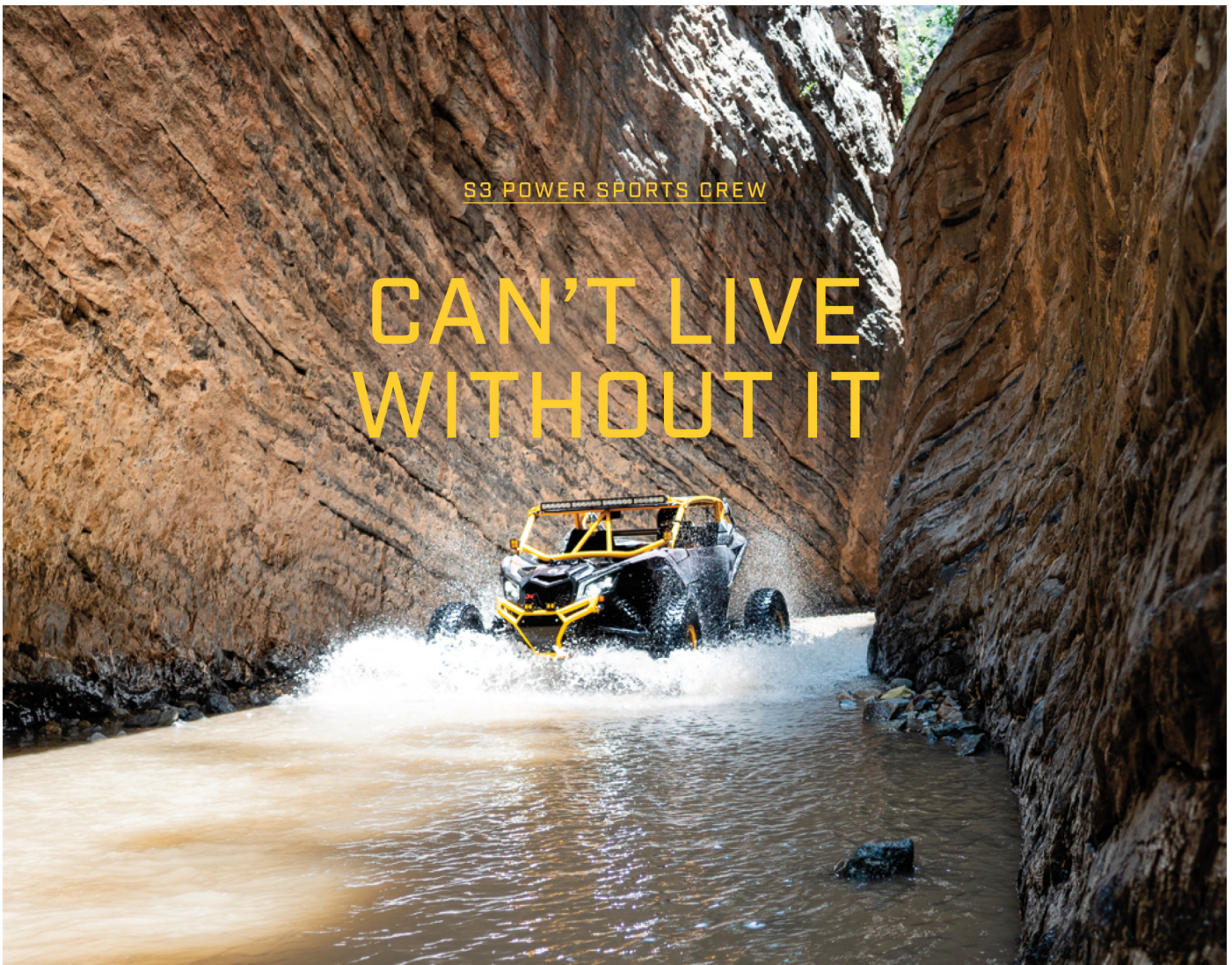


HALF WINDSHIELD - CLEAR
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715003657 — **NOT SHOWN**

- ① **SPORT HALF DOORS**
Additional cabin comfort made of molded polypropylene.
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- 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**



S3 POWER SPORTS CREW

CAN'T LIVE WITHOUT IT

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.

“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.”

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.

“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: unchartedsociety.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.
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② HALF WINDSHIELD
Non-yellowing, non-crazing and non-cracking, with excellent UV resistance.
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— NEW —
③ ALUMINUM HALF DOORS
Engineered for maximum durability and a seamless look.
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④ LINQ PIVOTING RACK
LinQ latched rack can carry extra LinQ accessories or a spare tire.
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⑤ LINQ PREMIUM STORAGE BAG BY OGIO
Carry everything you need in this semi-rigid cargo bag.
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⑥ LIGHTED WHIP FLAG
Increase your ability to be seen, thanks to this illuminated flag.
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 **Shop Adventure Accessories for Maverick X3**



CORRY WELLER
CAN-AM PRO RIDER



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



CAN-AM SUBWOOFER
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COMPLETE WET SOUNDS AUDIO SYSTEM
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MTS 715004704 [MAX]



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WITH SUN VISOR**
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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



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 X3 715006225
 MTS 715004095



- ③ **LINQ CARGO RACK**
 MTS 715003702





16" Base

LINQ 4.2 GAL COOLER
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LEGEND

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

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Accessories



①

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YOU CAN GEAR UP LIKE A CHAMP
AND RIDE WITHOUT FEAR.



CAN-AM TRENCH GOGGLES

Available in Blue, Charcoal Grey, Red & White
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👤 WOMEN

👤 MEN

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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



DPS
● 1000R ● 1000R



X rc
● 1000R



X mr
● 1000R



X xc
● 1000R



MAX DPS
● 1000R

MAVERICK X3 MAX



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



X mr
● Turbo RR

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LINEUP IS
WIDE OPEN
AND
THERE
FOR THE
TAKING.

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