

Company: BRP Inc., Montreal, Quebec
Company Description: Headquartered in Quebec, BRP is a global leader in the world of powersports products, propulsion systems and boats. Its portfolio features Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, and Rotax engines for karts and recreational aircraft. BRP is the number one Powersports OEM in North America and is also committed to offering electric models.
Nomination Category: Product & Service Categories
Nomination Sub Category: Transportation
Nomination Title: Can-Am Maverick R, transforming the off-road experience



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

August 20, 2023

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 348 words used.

The Can-Am Maverick R is a revolutionary innovation in recreational off-road vehicles (ORV). It meets customer demand to push the limits of performance in the world of powersports.

BRP launched its first ORV under the Can-Am brand in 2006. ORVs, including side-by-side vehicles (SSVs) and all-terrain vehicles (ATVs), are designed to tackle paved and unpaved roads including sand, rocky terrain and snow. Designed with a sturdy protective exterior, SSVs are a top choice for recreational adventuring outdoors, and are equally dependable as utility vehicles. In North America, the SSV industry sells 371,000 units a year. Can-Am is the #2 player in SSVs in the U.S.

The Maverick R is the most powerful side-by-side vehicle on the market with an industry-leading engine, new transmission and suspension, and enhanced technology. Its internally developed Rotax engine delivers 240 hp/liter with engine speed of 8,000 rpm, a world record for a production engine.

The transmission is the first seven-speed dual-clutch transmission in this market segment. This technology helps maintain high speed for longer, generating less heat and noise than a continuously variable transmission. Gear shift happens in 2/10th of a second, putting more power to the ground faster and more efficiently than before. It also eliminates the risk of belt failure, a common challenge for SSV riders.

The suspension system's travel is superior to anything else on the market, with wheels that move up and down up to 26 inches to absorb rough terrain. The “tall knuckle” suspension is designed to provide rider comfort along with the most grip and the least roll, enabling more precise cornering and reducing the vehicle’s tendency to roll by 60%. Another industry-best is the 17 inch ground clearance allowing riders enough height to conquer rocky areas.

The cage remains the strongest in the industry and is now 15% more rigid so that riders experience less ‘flex’ of the chassis, minimizing the roll sensation. The cutting-edge interior creates an immersive driving experience with precision ergonomics and 10.25-inch digital touchscreen display.

The Maverick R is a race-ready SSV purpose-built for the most demanding riders.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 342 words used.

The launch of the Maverick R was a resounding success, with 25M video views and media coverage of 2.7 billion impressions. In August 2023, the Maverick R was unveiled at the top of Burj Khalifa, the world’s tallest skyscraper tower.

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The Maverick R is earning major success in professional racing. Overall and 1st place UTV at Silver State 300 (2023), 3rd place in the Pro UTV Forced Induction class at Baja 1000 (2023), Overall UTV at King of the Hammers (2024) and 2nd overall at the 2025 Dakar Rally. It made history in February 2025 becoming the first modified UTV to win the 4400 Unlimited class at King of the Hammers.

In 2024, it received GOOD DESIGN, GOOD DESIGN Australia and Red Dot awards for its innovation, durability, and ability to perform in diverse conditions.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 250 words used.

The links offer evidence of the innovative features that set the Can-Am Maverick R apart, demonstrate it in action, provide rider testimonials.

1- Can-Am Maverick R – Launch

[CAN-AM TRANSFORMS THE RIDER EXPERIENCE AND PERFORMANCE WITH THE ALL NEW 2024 MAVERICK R](#)

2- The Making of the Can-Am Maverick R

<https://www.youtube.com/watch?v=3DaUcme5VIE>

3- Can-Am Maverick R Walkaround

https://www.youtube.com/watch?v=ILhbH_u7vOg&

4- Can-Am Maverick R First Drive Review

[2024 Can-Am Maverick R First Drive Review: Oh. My. God.](#)

5- 2024 Can-Am Maverick R Is a Baja Blast

[2024 Can-Am Maverick R Is a Baja Blast](#)

6 - Can-Am Maverick R lights up the Burj Khalifa

<https://www.youtube.com/watch?v=yop19MrwxFY>

7 -OEM Update: Can-Am

[OEM Update: Can-Am - Motorcycle & Powersports News](#)

8 - Ultimate Thrill Ride! 2024 Can-Am Maverick R XRS Performance Test

[Ultimate Thrill Ride! 2024 Can-Am Maverick R XRS Performance Test](#)

9 - Can-Am Charges to 2nd Place Overall in First Dakar Rally Outing with the Maverick R

<https://www.newswire.ca/news-releases/can-am-charges-to-2nd-place-overall-in-first-dakar-rally-outing-with-the-maverick-r-884121028.html>

10 - [Kyle Chaney getting after it at KOH](#)

[Kyle Chaney getting after it at KOH. #koh #canam #maverickr](#)

11 - Can-Am’s New Maverick R and a New Paradigm of Driving Joy

[Can-Am’s New Maverick R and a New Paradigm of Driving Joy - Hagerty Media](#)

12 - Can-Am Factory Racer Kyle Chaney Earns Historic Win at the 2025 King of the Hammers

[Can-Am Factory Racer Kyle Chaney Earns Historic Win at the 2025 King of the Hammers - BRP](#)

Attachments/Videos/Links:

[Can-Am Maverick R, transforming the off-road experience](#)

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