

Application: 5956

Can-Am Pulse and Origin electric motorcycles, built to chase something new

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company BRP
Mobile Phone Number +1 514-206-2851
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Can-Am Pulse and Origin electric motorcycles, built to chase something new
Category T05. New Product of the Year - Transportation Technology
New Product Submission Format Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

BRP is a global leader in the world of powersports products, propulsion systems and boats, built on over 80 years of ingenuity, customer focus, and exhilarating adventure. It is a pioneer on snow, water, asphalt or dirt, even in the air, through its portfolio of industry-leading brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, as well as Rotax engines for karts and recreational aircraft.

Headquartered in Quebec, Canada, BRP was created in 2003 when Bombardier sold its Recreational Products division. Today, BRP is the number one Powersports OEM in North America. With annual sales of CA\$7.8 billion and 16,500 employees, it sells products in over 130 countries through a network of over 2,700 dealers. Dedicated to growing responsibly, BRP wants to become a reference in electric recreational vehicles and is committed to offering electric models for each of its product lines. BRP took the bold decision to develop its own EV technology, as off-the-shelf was not providing the right performance, energy and power-to-weight – and cost. EV products currently in BRP's portfolio include Rotax E10 high performance racing E-powerpack for karts, Ski-Doo and Lynx electric snowmobiles and Can-Am all-electric motorcycles.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

BRP launched its electric lineup of Can-Am motorcycles in August 2024, reclaiming its award-winning motorcycle heritage and bringing excitement to the electric motorcycle industry. Powered by an 8.9 kWh lithium-ion battery, the Can-Am Pulse is designed for city riding, and the Can-Am Origin is a dual-sport model built for dirt, asphalt and beyond. Both bikes retain the thrill of the ride through power and torque while emitting zero emissions. They are easy to ride, surging forward with a twist of the throttle with no standard clutch and transmission, delivering instant torque. The result is a thrilling and silent ride that brings the most power into the vehicle for the least weight, offering good value for consumers in terms of accessibility, range, technology, power, design and experience. They are accessible for new riders and exhilarating for experienced ones.

The bikes feature a liquid-cooled power system that helps limit battery degradation and optimizes charge time. This technology alone sets the bikes apart from others on the market. They are compatible with Level 1 and 2 charging stations, at home or at public charging stations. Smart features include Active and Passive ReGen which provides controlled deceleration while returning power to the battery, and a reverse function for parking or backing up. BRP engineered an oil-filled chain case that protects the silent chain inside while keeping it lubricated.

Both are powered by BRP's proprietary Rotax E-Power drivetrain technology including the battery pack, the charger, the inverter, the motor, and all the vehicle software.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

The Can-Am Pulse and Origin build on 80 years of powersports innovation, and 100 years of engine experience.

Its industry-exclusive liquid-cooled battery system offers key benefits compared to air-cooled or passively-cooled systems. It keeps the battery at a stable temperature, prevents thermal degradation of battery cells over time, and keeps the battery working at peak efficiency to maximize range and performance. Both bikes are engineered to have faster charging than any bike in their category, from 20 to 80% in just 50 mins, which is 40% faster than competitors.

The battery system is integrated into the frame for optimal weight distribution, addressing a key challenge in handling and control for riders. Both motorcycles offer high-quality silent chain providing a smoother ride, less vibration and noise compared to conventional chain. Protected from the elements and always lubricated in a chaincase , this means very low maintenance for riders.

The Passive and Active ReGen braking systems extend range, reduce brake pad wear, and create a more intuitive riding experience by blending regenerative effects with traditional braking. This provides up to four times more power back to the battery than standard Passive ReGen alone.

The bikes are compact and sleek with ergonomics built around the rider, agile for navigating narrow streets. The frame architecture minimizes the number of parts and weight with specialized geometry that helps to ensure a stable and comfortable ride.

Last March, BRP earned a prestigious iF Design award recognizing the motorcycles' innovation and design with a focus on sustainability.

d. 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). Optional

The following links offer evidence of the innovative features that set Can-Am electric motorcycles apart, provide rider testimonials and connect these new EVs to BRP's business strategy.

[REDACTED FOR PUBLICATION]

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Supporting Document

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Supporting Document 2

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