



The Best Job in the World? Uncharted Society Taps Ross Robinson for Epic Role

September 13, 2021



Ross Robinson has been selected by Uncharted Society as the Captain of Adventure and will embark on a six-month, cross-country road trip to experience epic Uncharted Society adventures and capture content.

Valcourt, Quebec, Canada, Sept. 13, 2021 – Uncharted Society appoints Ross Robinson to lead adventures, a dream job that will take him to incredible [Uncharted Society](#) experiences across the United States over the next six months. The team chose Robinson from over 2,000 passionate applicants for the one-of-a-kind position with BRP.

Ross Robinson

Born and Raised in Central Oregon, outdoor adventure has been a way of life for Robinson since childhood. From snowmobiling to his family's remote cabin, to epic mountain bike trips, and everything in between, he's never idle for long. He has been combining his natural leadership and charisma with his love of adventure since he joined his high school's outdoor expedition program, a stepping stone to a job as a big mountain guide in Colorado. His time there allowed him to build his identity as a professional snowmobiler while leading people from all over the world on one-of-a-kind experiences. After six years, Robinson decided to focus on the graphic storytelling of his adventures as he continues his quest for athletic perfection, on and off the snow.

On Tuesday, Sept. 14, Robinson will kick off his epic 35-stop journey with [AWE Watersports](#) in Naples, FL., Uncharted Society adventures will give him the opportunity to ride BRP products like the Sea-Doo personal watercraft, Can-Am Off-Road and On-Road vehicles, as well as Ski-Doo snowmobiles in bucket-list destinations around the country. From a multi-day adventure in Southern Utah with the Wilderness Collective to snowmobiling in Yellowstone National Park and taking a Sea-Doo from the California Coast to the picturesque Catalina Island, there's a perfect adventure for everyone.

"We couldn't be more excited to see this role come to life and to welcome Ross to the BRP team," said Simon Cazalais, Director of Uncharted Society at BRP. "He truly embodies the Uncharted Society ethos, bringing incredible energy, enthusiasm and zest for powersports to the role. We're looking forward to following his progress on Instagram!"

Launched last summer, Uncharted Society now offers more than 50 expertly curated experiences using BRP powersports vehicles in the United States. As the Captain of Adventure, Robinson will engage with Uncharted Society's local outfitters, guests, media, and the BRP team to document and share the experiences and celebrate the ultimate in outdoor adventures.

BRP tapped Colorado-based [Roameo](#) for the custom-outfitted van in which Robinson will be traveling. And, for those who want to embark on an epic adventure of their own, or just see what's in store, Robinson's itinerary will be live on [Roadtrippers](#), the world's #1 road trip planning tool.

To learn more, visit the Uncharted Society [website](#). And to learn more about Robinson, take a look at his introductory video [here](#), and follow along on the adventure via the social channel below.

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