



Can-Am Calls on Women Everywhere to “Just Ride!” On International Female Ride Day

April 30, 2021



Valcourt, Quebec, April 30, 2021 —BRP wants it known that riding is for everyone. That is why its Can-Am brand, On-Road and Off-Road, is calling on female riders everywhere to “Just Ride!” in celebration of the International Female Ride Day® (IFRD). The annual event kicks off Saturday, May 1, and Can-Am will follow that with a continued virtual celebration of its incredible female riders.

IFRD has been recognized for more than half a decade. The day aims to celebrate women in powersports by spotlighting the positive impact they have on their communities and the industry at large. The IFRD rallying cry “JUST RIDE!” encourages women everywhere to discover the joy and freedom of riding and the powerful role they play in building a more diverse and inclusive community of riders; a mission that Can-Am has long stood behind.

Female Can-Am riders are a diverse group. Whether they are cruising city streets on their Ryker, trekking cross-country on a Spyder, or hitting the trails in a Can-Am Commander, they can't be put into one category. That is what makes the Can-Am community of riders like no other. To celebrate this, Can-Am is calling on women everywhere to wave their “wind sister” flag. Starting May 1, women can hashtag two photos or videos of themselves using [#WindSisterWarrior](#) to showcase the unique and diverse lives of women riders when they're not out riding. From owning the boardroom, dominating the court, caring for patients or simply being an everyday Supermom, Can-Am will highlight the real women who ride through a tribute video and rider spotlights across its many channels. They are the women who fight tooth and nail to keep ‘me time’ with their ride as a non-negotiable item on their to-do lists. This is one way Can-Am will celebrate them.

It's Not All Talk!

Can-Am On-Road is all-in on getting more females riding. And it has some serious momentum:

- The Can-Am [Women of On-Road](#) community has more than 8,000 members, generating over 700 posts and 15,000 comments per month
- The percentage of female Can-Am Ryker owners has grown to 36% in 2020, while the motorcycle industry remains at ~20% female riders
- Women have accounted for more than 50% of registrations for the acclaimed [Can-Am Rider Education Program](#)

“Can-Am On-Road is proud to support and celebrate International Female Ride Day for a second year in a row by giving these inspiring women the spotlight they deserve. But it doesn't stop there. Every day is a chance for us to make the world of riding a more inclusive place. That is why we're committed to uplifting women in riding through our [Giving back to our community](#) initiative, which invests in women's riding groups and individuals' dream projects, in addition to providing them a platform via our social channels and our growing ambassador program,” said Evelyne Plante, Marketing Specialist at Can-Am On-Road.

On the other side of the business, Can-Am Off-Road is also putting more of a spotlight on some incredible female owners through various projects, including its [Livin' the Land](#) series, which celebrates both female and male owners who are setting an example for the next generation. We invite you to check out two recent female-focused videos, one on 5 Marys Farm, which gives a look behind the scenes at Mary Heffernan, her husband, and their four daughters working their family ranch. The second video is focused on Alex Templeton, an amazing young cattle rancher in northwest Missouri, who is working to modernize her family's business.

“The IFRD call to action is “JUST RIDE!”. It is all about getting out there, taking to the road, joining other women the world over while embracing the joy and freedom which accompanies the riding experience. This unified synchronized action has been the fuel of IFRD since its introduction. And with like-minded supporters like Can-Am who share IFRD's goals we continue to build a community of riders centered around unity and inclusion”, adds Vicki Gray, Founder of IFRD.

To learn more about Can-Am's plans for International Female Ride Day®, visit [can-am.brp.com](#) and follow Can-Am on social at @canamonroad and @canamoffroad. For women interested in discovering riding events and groups in their city, visit the [Women of On-Road](#) group on Facebook or check out our new hashtag [#WindSisterWarrior](#).

-30-

MEDIA CONTACT:

Amélie Forcier
Global Consumer Public Relations Specialist
Tel: 514.799.7011
amelie.forcier@brp.com
media@brp.com