



Can-Am Teams Up with Two Inaugural PBR Teams

June 24, 2024



Valcourt, Quebec, June 24, 2024 – Can-Am, a brand of BRP, today announced a multi-year partnership with two of the inaugural PBR (Professional Bull Riders) teams, the Austin Gamblers and the Ariat Texas Rattlers. Known as the toughest sport on dirt, PBR and Can-Am continue to share a similar core audience and DNA with a loyal following of people passionate about the outdoors including hunters, farmers and ranchers. In addition to financially sponsoring the efforts of the Ariat Texas Rattlers and Austin Gamblers, Can-Am is also supplying both teams with a Can-Am Defender, the ultimate side-by-side for farming and ranching. Since 2019, Can-Am has had a strong relationship with PBR as a sponsor of the Unleash the Beast series, and for 2024, Can-Am is taking its partnership to the next level by supporting the two iconic Texas teams.

The Can-Am Defender is one of the side-by-side of choice for farmers and ranchers across the state of Texas and this partnership builds upon the brand's strong ties with the region. With offices in Plano, TX and El Paso, TX, Can-Am is proud to show its support for the Lone Star State.

"Sponsoring the Austin Gamblers and Texas Rattlers is an exciting reinforcement of the shared values we hold with both our partner PBR and the state of Texas," said Julie Tourville, Director, Global Brand Strategy, Can-Am Off Road. "The roster on these two teams includes some of the best bull riders in the world, and seeing that both teams are based in the state of Texas, their rivalry and history of winning aligns perfectly with the Can-Am brand."

Austin Gamblers

With an impressive roster that includes Jose Vitor Leme, Dalton Kasel and Ezekiel "Blue" Mitchell, the Austin Gamblers are one of the premier teams in the league. Can-Am has inked a deal with the team and looks forward to supporting the third-annual Gambler Days homestand on August 23-25, 2024, at Moody Center.

"I couldn't be more proud of what we've accomplished these last two years as regular season champions in 2022 and 2023," said JJ Gottsch, GM and CEO of the Austin Gamblers. "We have a great team this year, led by Can-Am athlete Jose Vitor Leme. We're excited about our relationship with Can-Am because our rivalry with the Rattlers is as big as Texas and we need a sport-utility partner that can match that rivalry."

Ariat Texas Rattlers

Based out of Fort Worth, TX, the Ariat Texas Rattlers are the defending series champions. Can-Am has signed a contract with the Rattlers and the team includes top names such as Brady Oleson, Cody Jesus, and Joao Ricardo Vieira. Rattler Days kicks off on September 26th at the historic Cowtown Coliseum before moving to Dickies Arena on the 27th and 28th.

"As the reigning PBR Team Series champions, our guys ride with incredible grit and determination," said Chad Blankenship, General Manager of the Texas Rattlers. "We're proud to welcome Can-Am into our partnership portfolio this year. The entire brand essence exemplifies the same core values that we have as a team."

About BRP

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