



***can-am***®

**CAN-AM  
RESPONSIBLE  
RIDING  
CHARTER.**

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**can-am.**  **RESPONSIBLE  
RIDER**  
A BRP PROGRAM

# CAN-AM RESPONSIBLE RIDING CHARTER

Can-Am's role is to provide tough, capable and clever ATVs and SSVs to users in the UK and Ireland. As a brand, we believe there is an opportunity to come together and rethink how we approach safety.

We know that the best way to create change is to challenge the norm and we are committed to educating users on the importance of rider safety through our new Responsible Riding Charter, which has been developed using the knowledge and experience of the Can-Am off-road team.

Whether it's the first time you have used your ATV or SSV or your 500th time, we know that safety begins at the start of the journey, so it's important that you:

