

# BCA<sup>®</sup> BACKCOUNTRY ACCESS

'23 WINTER SALES MEETING



# BRAND INTRODUCTION

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MISSION: DRIVING GLOBAL BACKCOUNTRY SAFETY AND EDUCATION FOR COMMITTED OUTDOOR ENTHUSIASTS.

VISION: BE THE WORLD'S FOREMOST LEADER IN BACKCOUNTRY SAFETY AND EDUCATION.

## ABOUT

BCA BEGAN A HUMBLE ORIGIN IN BOULDER, COLORADO IN 1994 AND WAS FOUNDED BY hardcore backcountry enthusiasts. Its primary objective was to innovate backcountry safety to make it a place for all to enjoy. That focus led to many impactful "firsts" for the brand, namely the introduction of the first digital transceiver in 1996, the Tracker DTS. This provided BCA with the momentum to introduce several other revolutionary products such as the Float Avalanche Airbag System, BCA Link Radios, Snowmobile Avalanche Safety Products as well as pioneering new rescue techniques for shoveling and multiple burial searching.

BCA is now worldwide and the preferred brand for serious backcountry professionals, skiers, snowboarders & snowmobilers. Together, we enter into nature and return better because of it.



# CONSUMER PROFILES



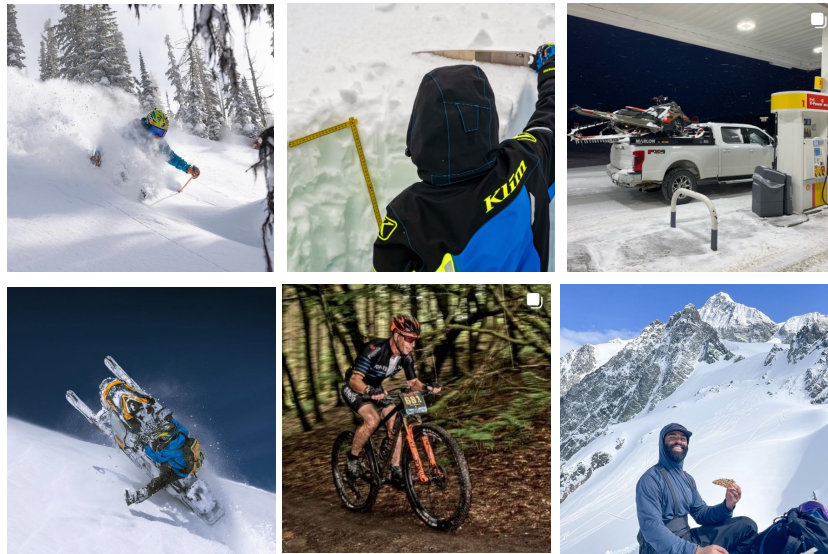
# TARGET CONSUMER



Age: 35  
 Who: Jeremy  
 Lives: In or close to the mountains with friends  
 Job: Works in or for the mountain, service industry.  
 Mindset: Backcountry is a core passion and prioritized activity. Educated in BC safety. Advanced-to-expert ski/board/sledder, wanting to get better, go deeper

Where they play : Local river (kayaking), MTB trail, favorite bar with friends

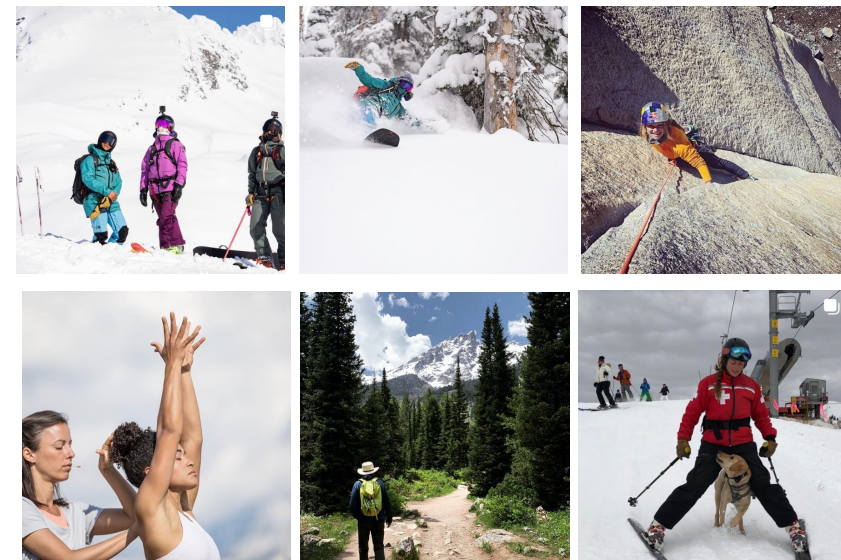
Where they shop: Backcountry.com, local core shops, classifieds, liquor store



Age: 30  
 Who: Anne  
 Lives: Close proximity to the mountains or open areas.  
 Job: Active job working with their hands.  
 Mindset: Sees the experiences as personal growth experiences and pushing oneself constantly.

Where they play: Whichever city or country they travel to outside of their own home.

Where they shop: REI, bookstores, surf shops



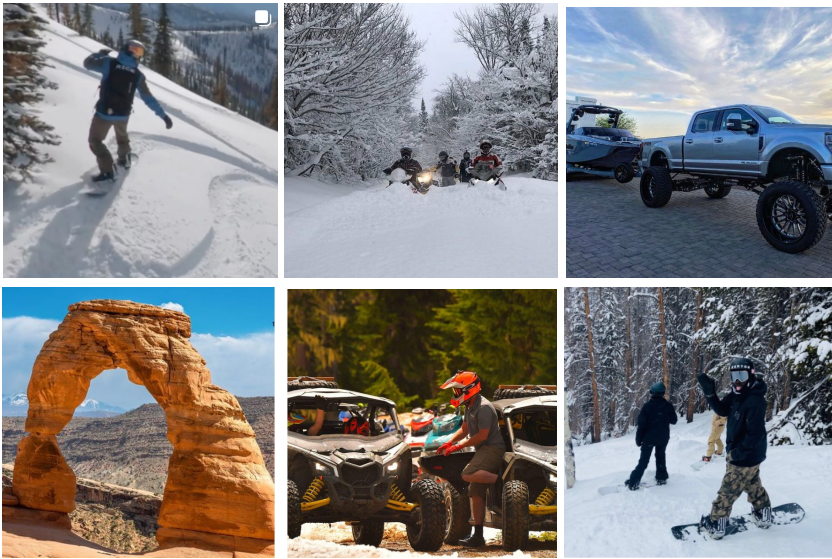
# COMMERCIAL CONSUMER



Male  
Age range: 30-55

Almost Core: Trying to transition to the “next step” in their winter sports journey. Backcountry is something that seems to be pretty popular, and are interested in getting into it. Reads all the core ski/snow or sled mags. Combines first side-country experience with resort trip. Maybe AIARE L1

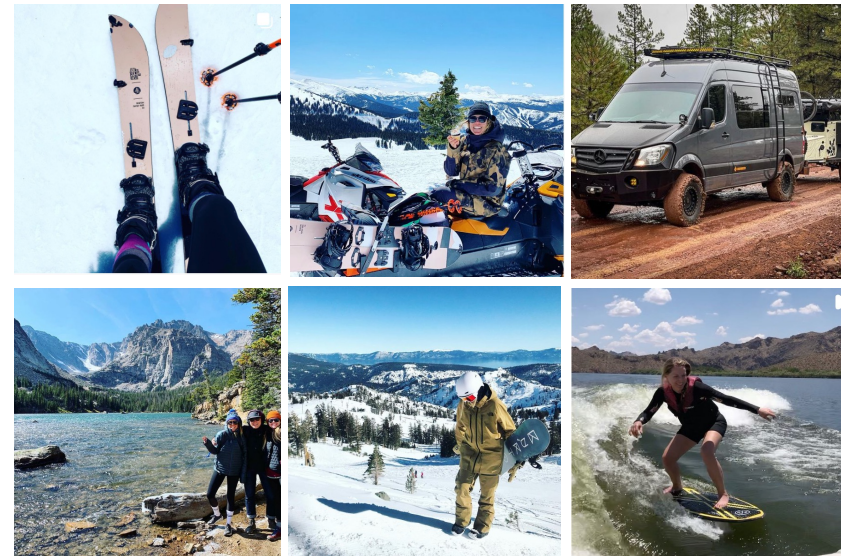
New Participant: Business owner who works to travel to the mountains & fund other hobbies. Lives in the suburbs with storage for all the toys. His trips are with the “fellas” and sometimes with the family. Still a bit intimidated by the whole experience and wants to be educated.



Female  
Age range: 25-40

Almost Core: Looking to progress from intermediate to advanced. Takes first Avy class with friends. Has multiple side-country experiences before first backcountry trip.

New Participant: Works in the essential work industry as doctor, PT. Loves being in the outdoors with family and friends. Still a bit intimidated by the whole experience and wants to be educated. Enjoys side-country experiences with friends and is fine not venturing out to actual backcountry.





# CONSUMER - SEGMENTS



**ATHLETE / PRO**

**EXPERIENCE**

- EXPERT SKI / BOARD / SLEDDER
- HIGHLY EDUCATED IN BC SAFETY

**BEHAVIOR**

- LIFESTYLE DRIVES OCCUPATION
- NATIONAL/INT'L TRAVEL
- BC IS A LIFESTYLE / OCCUPATION.

**BUYING/PRODUCT DECISIONS**

- RARELY PAYS RETAIL
- PURCHASES AT CORE LOCAL RETAILER, OR DIRECTLY FROM BRANDS (PRO DEAL / FREE)
- INFLUENCED BY QUALITY/DURABILITY, INFLUENTIAL TECH ADVANCEMENTS, WHAT IS "THE BEST"
- MULTI-SEASON BC GEAR PURCHASES

**"WORKS IN AND FOR THE MOUNTAINS"**



**CORE**

**EXPERIENCE**

- ADVANCED-TO-EXPERT SKI / BOARD / SLEDDER
- EDUCATED IN BC SAFETY

**BEHAVIOR**

- OCCUPATION DRIVES LIFESTYLE
- MORE LOCALIZED TRAVEL
- BC IS A CORE PASSION, AND PRIORITIZED ACTIVITY

**BUYING/PRODUCT DECISIONS**

- OFTEN PAYS RETAIL, SOME DISCOUNTS
- PURCHASES AT CORE LOCAL RETAILER, SPECIALTY RETAILER, OR ONLINE
- INFLUENCED BY PROS, TECHNOLOGY, AND ASPIRATIONAL FEATS, ALONG WITH FRIEND/CONSUMER EXPERIENCES, SOMEWHAT INFLUENCED BY EDUCATOR/GUIDE CHOICES
- SEASONAL BC GEAR PURCHASES

**"WORKS TO PLAY IN THE MOUNTAINS"**



**RECREATIONAL**

**EXPERIENCE**

- ENTRY-TO-ADVANCED SKI / BOARD / SLEDDER
- MAYBE BC EDUCATION, STEPPING OFF RESORT

**BEHAVIOR**

- OCCUPATION ENHANCES LIFESTYLE
- DESTINATION TRAVEL COMMON, BC SECONDARY
- BC IS MORE OF A SOCIAL ACTIVITY

**BUYING/PRODUCT DECISIONS**

- PAYS RETAIL (HAPPILY), ONLINE SALES, OR USED MARKET
- MAINLY PURCHASES AT SPECIALTY RETAILER OR ONLINE DISTRIBUTOR
- INFLUENCED BY PROS AND TARGETED LIFESTYLE
- HEAVILY INFLUENCED BY PRODUCTS USED BY THEIR IMMEDIATE EDUCATORS / GUIDES.
- MAY NOT GET BC GEAR ANNUALLY

**"WORKS TO TRAVEL TO MOUNTAINS"**

# '23 PRODUCT OVERVIEW

# PRODUCT PILLARS

## CONSUMER INSIGHTS



SAFETY & EDUCATION



INTUITIVE USE



ACCESSIBILITY

# PRODUCT PHILOSOPHY

STAY TRUE TO BRAND.

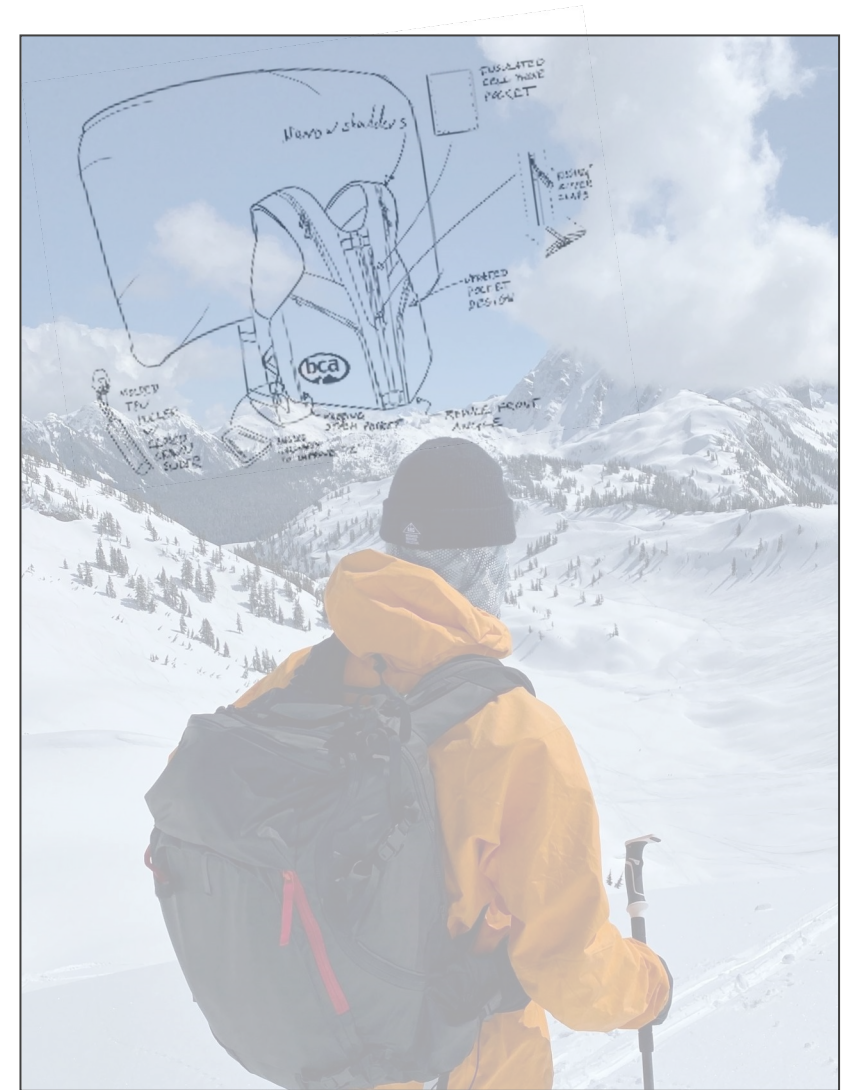
PRODUCT DEVELOPMENT FROM THE DEBRIS PILE UP. WE KEEP THE BCA ETHOS OF SAFETY AND EDUCATION FRONT AND CENTER WHEN CONSIDERING OUR PRODUCT DESIGN AND FEATURES - FROM USER INTERFACE DOWN TO COLOR SWATCHES. OUR RICH BRAND IS ONE OF OUR STRONGEST PRODUCT DESIGN GUIDING PRINCIPLES.

KEEP YOUR FRIENDS CLOSE, BUT YOUR CONSUMERS CLOSER.

WE TAKE PRIDE IN KNOWING THE CONSUMER BECAUSE AT THE END OF THE DAY- WE ARE THE CONSUMER. IT ALLOWS US TO BE INTIMATELY FAMILIAR WITH THE PROBLEMS THAT NEED TO BE SOLVED, AND THE SOLUTIONS THAT ARE OUT THERE.

CREATE. ITERATE. OPTIMIZE.

JUST LIKE YOUR FIRST BEACON SEARCH- NOBODY GETS IT RIGHT THE FIRST TIME. WE TAKE PRIDE IN STRONG CONCEPTUALIZATION FOLLOWED BY RIGOROUS ITERATION AND OPTIMIZATION WITH OUR FLEET OF AMBASSADORS AND PRODUCT TESTERS. OUR ENGINEERS INTERFACE DIRECTLY WITH THEM TO ENSURE NO VOICE GOES UNHEARD, OR PROBLEM LEFT UNSOLVED.





# '23 PRODUCT UPDATES

## BEACONS

- TRACKER S

## AIRBAGS AND BACKPACKS

- FLOAT 32 45L
- FLOAT E2 TURBO VEST
- STASH PRO

## OTHER

- LINK MINI
- SCEPTER 3S





***TRACKER***<sup>TM</sup>  
AVALANCHE TRANSCEIVERS

# TRACKER S

- EXCITING NEW DESIGN
- IMPROVED ERGONOMICS WITH AND WITHOUT GLOVES
- IMPROVED BATTERY LIFE (CLOSER TO T3+)
- IMPROVED SWITCH RELIABILITY / DURABILITY
- SAME MARKET-LEADING PRICE



**FLOAT**  **E2**  
**PACKS**

# FLOAT E2

FULLY ELECTRONIC AIRBAGS WITH THE ALPRIDE E2 SYSTEM INTEGRATED, IN THE HIGHEST SALES VOLUME SIZES. DESIGNED AND SPEC'D TO BE MARKET LEADING IN MATERIAL QUALITY, FEATURE SET, AND CUSTOMIZATION.

BCA INTEGRATES THE ALPRIDE E2 SYSTEM INTO THE FLOAT E2. THE ADVANTAGES OF THIS ELECTRONIC SYSTEM INCLUDE:

- AIRLINE TRAVEL FRIENDLY, TSA APPROVED
- MULTIPLE DEPLOYMENTS- PRACTICE!
- ONE CHARGE CAN LAST UP TO A SEASON- NO NEED TO RECHARGE AFTER EVERY TRIP.

COMPARED TO THE CURRENT E1 SYSTEM ON THE MARKET:

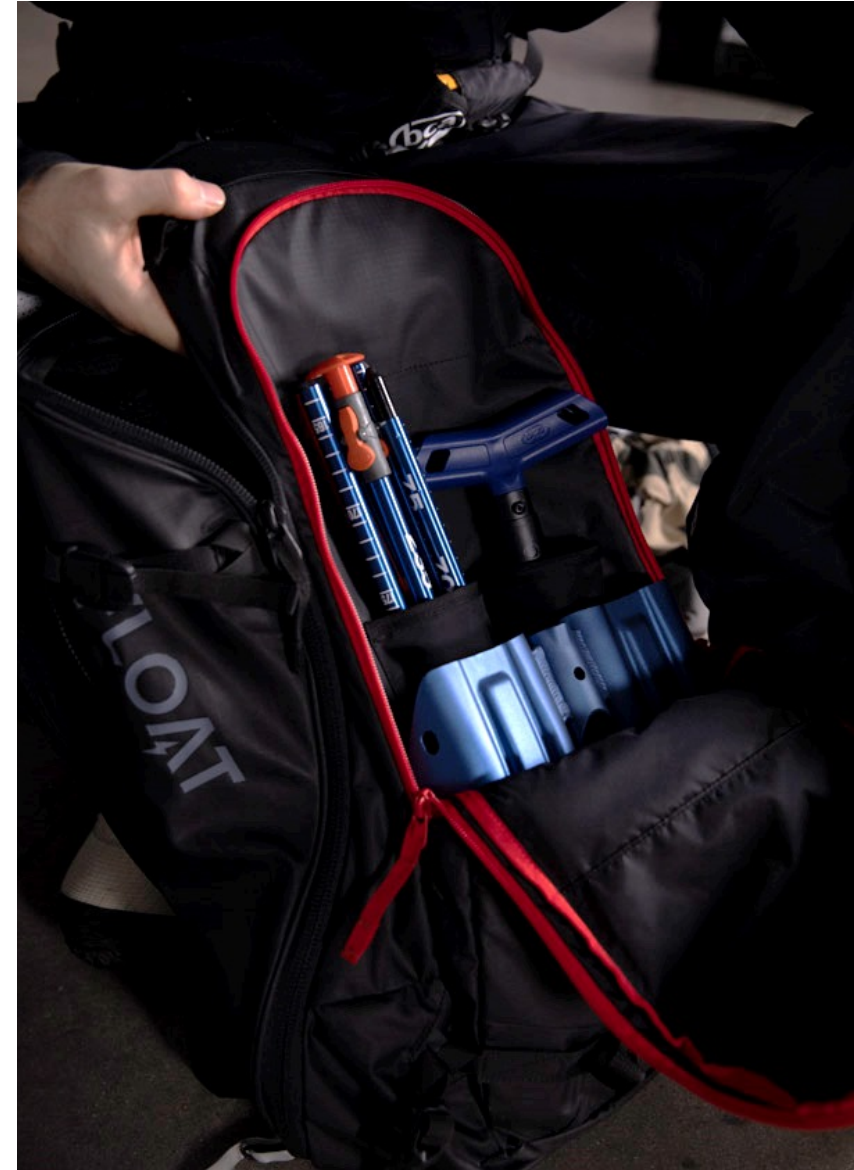
- MORE ERGONOMIC FUNCTIONS (DEFLATION, BATTERY, POWER ON)
- USB-C (YEP- LIKE YOUR IPAD PR MACBOOK)
- 40% SMALLER DISPLACEMENT IN BAG
- 25% LIGHTER THAN EXISTING E1 SYSTEM



# FLOAT E2 - FEATURES

GOING STRAIGHT FOR THE BEST- THE FLOAT E2 FAMILY OF PRODUCTS HAVE A SUITE OF INNOVATIVE FEATURES, RIGOROUSLY FIELD TESTED TO SEPARATE US FROM THE REST.

- SIDE STASH QUICK ACCESS POCKET
- BACK STASH ZIPPER
- CURVED ZIPPER
- REMOVABLE / CONFIGURABLE STRAPS
- SKI / BOARD SPECIFIC FEATURES
- SLED SPECIFIC FEATURES



# FLOAT E2 - FEATURES

## SIDE STASH QUICK ACCESS POCKET

EVERYTHING. JUST. CHANGED. A PERFECTLY PLACED POCKET AROUND THE SIDE ALLOWS FOR GEAR MANAGEMENT ON THE FLY. NOT ONLY THAT- BUT MOST OTHER AIRBAGS ON THE MARKET HAVE WASTED SPACE AROUND THE ENGINE- NOT OURS. WITH AN ADJUSTABLE DIVIDER AND DEDICATED ACCESS, WE MAKE EVERYTHING IMMEDIATELY ACCESSIBLE AND NO WASTED SPACE.

WATER BOTTLE, THERMOS, SKINS, GOGGLES, MITTS, CRAMPONS- YOUR IMAGINATION IS THE LIMIT FOR WHAT YOU WANT ACCESS TO ON THE GO.

NEVER BE CAUGHT IN A STICKY SITUATION WITHOUT YOUR AIRBAG ON YOUR BACK AGAIN.





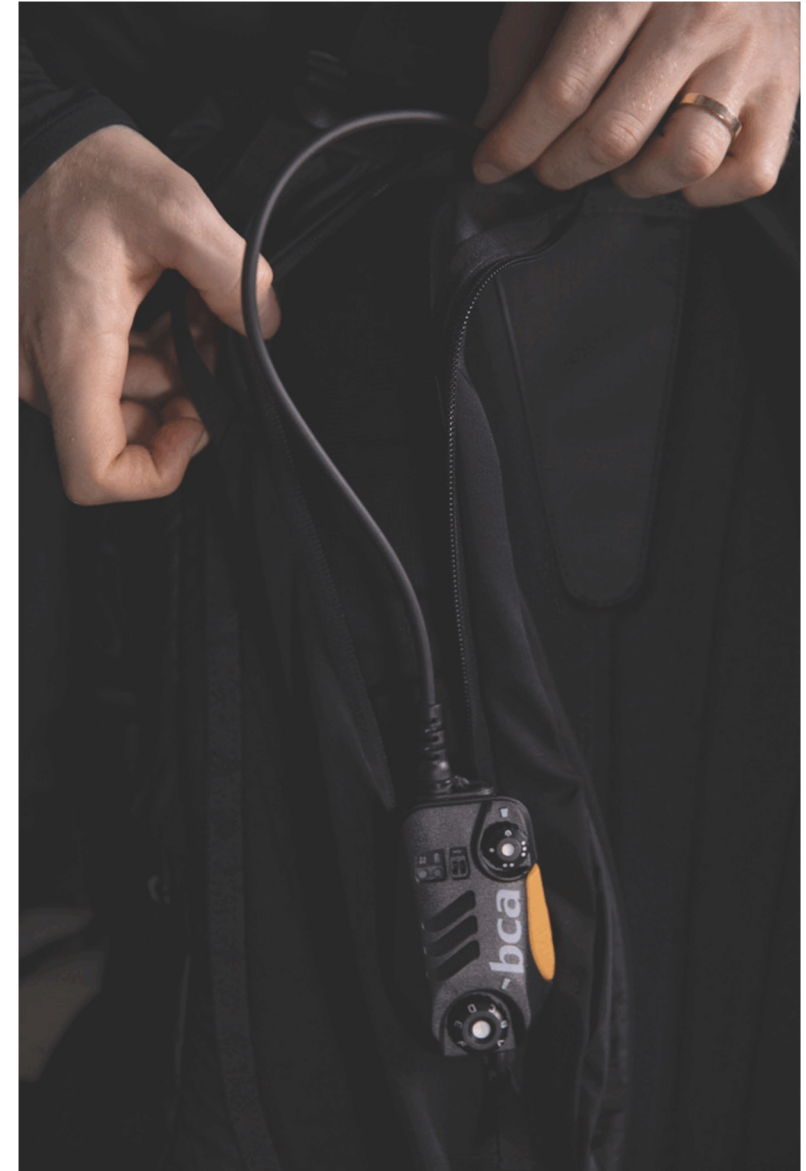
# FLOAT E2 - FEATURES

## BACK STASH ZIPPER

WITH A ZIPPER THAT GOES 180 DEGREES AROUND THE SHOULDER STRAPS, STRUGGLING TO ROUTE YOUR TRIGGER / RADIO / HYDRATION IN AN AIRBAG IS A THING OF THE PAST.

INSERT / REMOVE A BC LINK RADIO OR HYDRATION PACK WITHIN SECONDS WITH CLEVER ACCESS BETWEEN THE AIRBAG AND BACK PANEL, DIRECTLY INTO THE BOTTOM OF THE BACK

FORGOT TO FILL YOUR HYDRATION BLADDER BEFORE HEADING OUT? NO WORRIES, JUST DROP IT IN AND SPEND YOUR NEWFOUND TIME CHECKING THE AVALANCHE FORECAST.





# FLOAT E2 - FEATURES

## CURVED ZIPPER

BACK ACCESS IN AN AIRBAG? FORGET ABOUT IT. THAT'S WHY WE CAME UP WITH SOMETHING EVEN BETTER.

A ZIPPER THAT CURVES AROUND 3 SIDES OF THE BAG, ALLOWING YOU TO ACCESS ANYTHING INSIDE WITHOUT HAVING TO YARD SALE YOUR PACK'S CONTENTS.

ADDED ZIPPER PULLS MAKE IT EASY TO OPEN IT UP FROM THE TOP, OR SIDE, AND GET JUST WHAT YOU NEED IN A MATTER OF SECONDS.



# FLOAT E2 - FEATURES

## REMOVABLE / CONFIGURABLE STRAPS

WE ALL GOT TIRED OF STRAPS NEVER QUITE BEING WHERE WE WANTED THEM OR GETTING CAUGHT ON THINGS. SOMETIMES YOU JUST WANT A CRISPY CLEAN PACK TOO.

THE FLOAT E2 STRAP SYSTEM WAS DESIGNED TO BE COMPLETELY MODULAR TO SUIT EVERY USER'S NEEDS. REMOVE THEM FOR THE CLEANEST, JUST HOPPED OFF THE CHAIR LOOK, OR GEAR UP FOR THE BIG ASCENT DAYS WHERE YOU NEED ALL THE TOOLS. EVEN BRING YOUR OWN SKI STRAPS FOR ENDLESS OPTIONS!



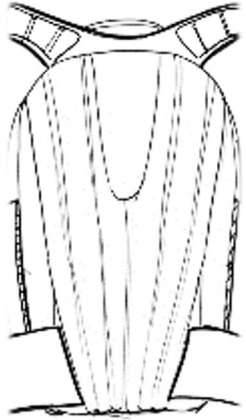
# FLOAT E2 - FEATURES

## SKI / BOARD SPECIFIC FEATURES:

- HELMET CARRY (STOWABLE)
- PIOLET / ICE AXE CARRY
- BOARD / A-FRAME / VERT SKI CARRY
- SNOW-PROOF BACK PANEL



# FLOAT E2 – DESIGN DETAILS



COOLING FIN BACK PANEL  
DITCH SNOW AND HEAT WITH THIS  
INNOVATIVE, VERTICAL CHANNELED  
BACK PANEL DESIGN



QUICK BURST RELIEF  
WITH SOME THOUGHTFUL PLEATING AND  
STRAIN RELIEF, THE QUICK BURST ZIPPER IS LESS  
PRONE TO CREEPING, OR RELEASE.



SNAG FREE ZIPPERS  
DON'T LET THOSE HELI BASKETS  
EAT ANOTHER BAG



NEXT GEN FABRICS  
LIGHTER AND MORE DURABLE THAN EVER  
BEFORE ALLOWING FOR ADVANCED SINGLE-  
LAYER CONSTRUCTION TECHNIQUES



# FLOAT E2 – FEATURES – 25 TURBO

## SLED SPECIFIC FEATURES:

INNOVATIVE NEW 3-WAY SHOVEL STORAGE SYSTEM- INTERNAL, EXTERNAL OR ASSEMBLED

INTEGRATED, INSULATED GARMIN INREACH / BATTERY POCKET- DON'T WORRY, YOUR GOPRO WILL HAVE BATTERY FOR THE NEXT SEND.



# FLOAT E2 45L

- VERY SIMILAR TO FLOAT E2 35L ALL THE SAME GREAT FEATURES AND STORIES.
- FOCUSED ON KEEPING PROFILE OF THE PACK SLIM TO ENHANCE RIDING CAPABILITIES
- INNOVATIVE, DUAL STAGE ROLL-TOP DESIGN ALLOWING USER TO EXPAND WHEN NEEDED, COMPRESS WHEN NOT
- M/L SIZING ONLY



# FLOAT E2 TURBO VEST

- UPDATED SNOWMOBILE VEST WITH E2 SUPERCAPACITOR ENGINE
- SUBSTANTIALLY IMPROVED FIT AND MOBILITY COMPARED TO CANISTER VEST
- INNOVATIVE REMOVABLE PROTECTION SYSTEM, ALLOWING USER TO QUICKLY CHANGE BETWEEN RUGGED PROTECTION, OR BREATHABILITY AND MOBILITY
- IMPROVED MATERIALS IN ALIGNMENT WITH THE FLOAT E2 LINE
- ALL OTHER FEATURES FROM FLOAT E2 TURBO 25L
- M/L AND XL/XXL SIZING AVAILABLE IN BLACK/ORANGE





**FLOAT**

# FLOAT 2.0 OVERVIEW

- AFFORDABLE QUALITY AIRBAGS
- ROUNDS OUT OUR ENTIRE ASSORTMENT OF THE BCA AIRBAG COLLECTION
- TRIED-AND-PROVEN TECHNOLOGY FOR BACKCOUNTRY SAFETY
- MULTIPLE SIZE OPTIONS ENSURE A PACK FOR ALL NEEDS AND USES



FLOAT 12



FLOAT 22



FLOAT 32



FLOAT 42

**STASH**<sup>TM</sup>  
**BACKPACKS**

# STASH PRO 22L

- BASED ON E2-25L DESIGN, INCLUSIVE OF ALL HIGH-END FEATURES SUCH AS SIDE STASH POCKET, BACK STASH ROUTING, HIGH END MATERIALS
- FULL SKI/GEAR CARRY OPTIONS
- SLIM, EXCELLENT RIDING DESIGN
- S/M AND M/L SIZING TO ACCOMMODATE SMALLER TORSOS



# STASH PRO 32L

- BASED ON E2-35L DESIGN, SAME GREAT FEATURES AS STASH PRO 22L
- ADDITIONAL BENEFIT OF MODULAR STRAP SYSTEM FROM E2
- S/M AND M/L SIZING TO ACCOMMODATE SMALLER TORSOS



***BC Link™***

# RADIOS – BC LINK MINI

- MORE ACCESSIBLY PRICED, BACKCOUNTRY SPECIFIC RADIO
- SINGLE UNIT WITH BOMBER ATTACHMENT MECHANISM TO PACK STRAP
- FOCUSING ON DURABILITY AND EASE OF USE
- WILL EXIST BELOW LINK 2.0 IN PRODUCT LINE





# SNOW SAFETY TOOLS

**DOZER**<sup>TM</sup>  
**SHOVELS**

# DOZER SHOVELS

- INTENTIONAL DESIGN FOCUSED ON ERGONOMICS & FAST AND EASY DEPLOYMENT. *SIMPLICITY IS FAST*
- ALL MODELS CERTIFIED TO UIAA 156 STANDARD



DOZER 1T



DOZER 2T



DOZER 2H



DOZER 2D



DOZER 3D



DOZER 1T-UL



DOZER 2T-S



DOZER 2H-S

# DOZER SHOVELS

## SHAFT:

- ERGONOMIC OVO-CONCAVE SHAFT PROFILE - OVAL HERITAGE WITH IMPROVED GRIP AND COMFORT
- SYMMETRICAL DESIGN FOR LEFT/RIGHT SHOVELING PREFERENCE



# DOZER SHOVELS

## BLADES:

- SMOOTH, FLAT FORWARD SECTION
- BOOTH STOMPING AREA AT TOP
- DEEPER 'POCKET' FOR MORE PRODUCTIVE SHOVELING
- TAPERED SIDEWALL TOWARDS FRONT = MORE PACKABLE
- SMALL BLADE (1T, 1T-UL), MEDIUM (2T, 2D, 2H), LARGE (3D)

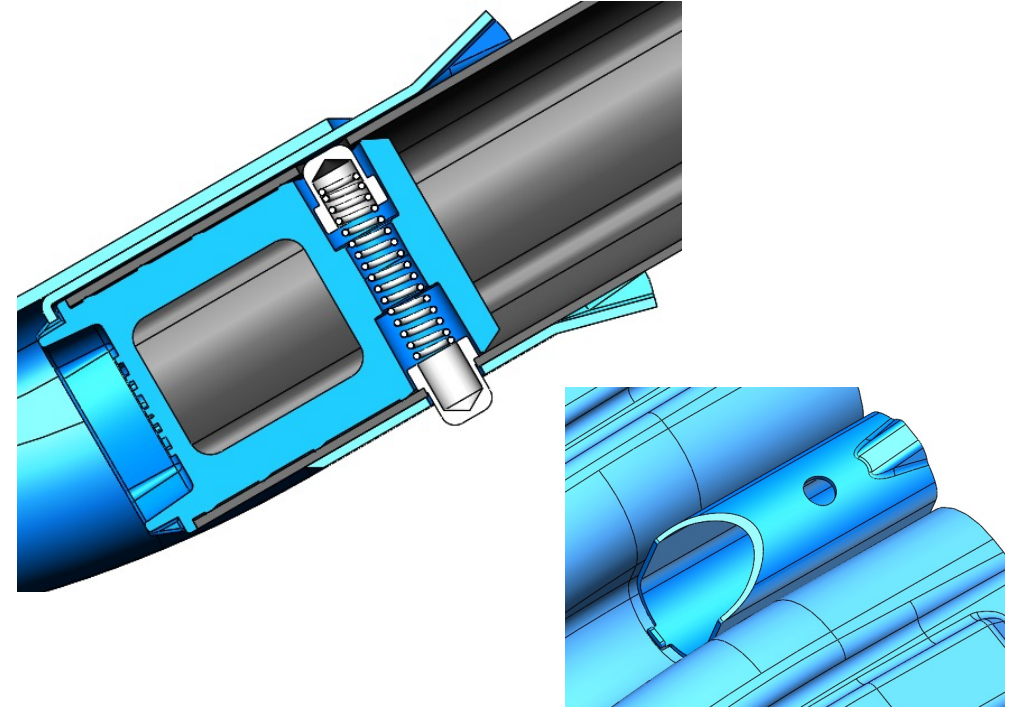




# DOZER SHOVELS

## BLADE HOSEL:

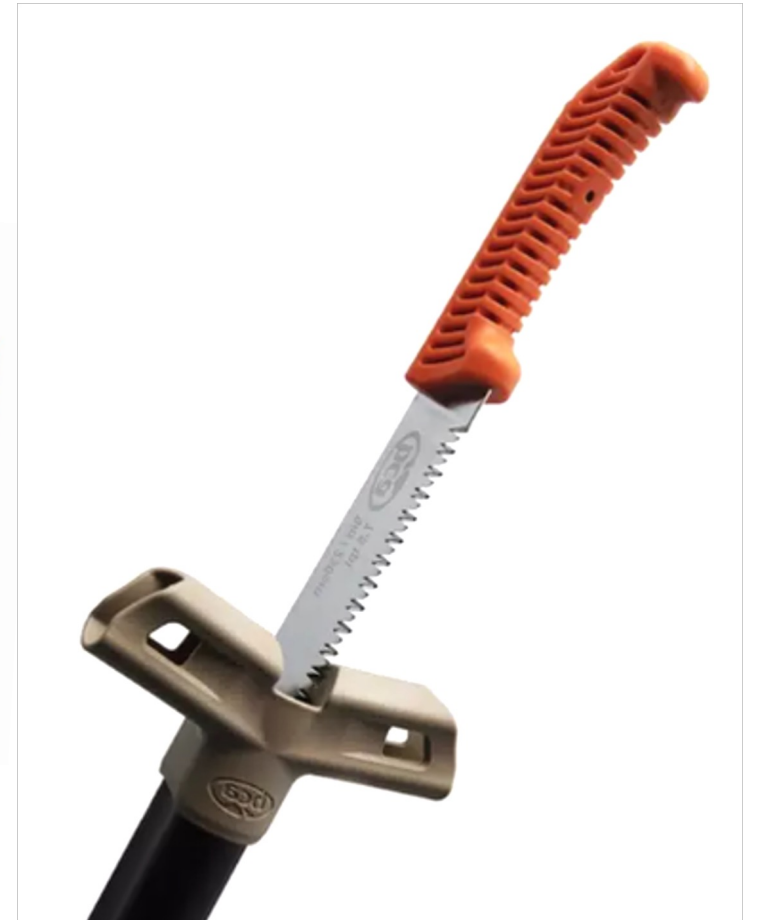
- FAST & EASY SHOVEL ASSEMBLY:
  - DUAL PINS & PIN RAMPS
  - SYMMETRICAL SHAPE
  - SHAFT INSTALLS IN EITHER ORIENTATION FOR SPEED OR LEFT/RIGHT SHOVELING
- SHAFT STOP
- SINGLE PIN RELEASE ON BOTTOM SIDE – MORE ERGONOMIC & EASIER TO USE
- LINEAR SPRING PIN - MORE RELIABLE OPERATION



# DOZER SHOVELS

## HANDLES:

- T, D, H (HOE), T W/ SAW
- SIMILAR ERGONOMIC PROFILE AS SHAFT



# DOZER SAWS

## 2T-S SAW:

- + 10% EXTENDED LENGTH
- + 150% SAW CUTTING SPEED
- + SHOVEL FULLY FUNCTIONAL WITH SAW REMOVED



## 2H-S SAW:

- + EXTENDED SAW HANDLE MODE
- + SAW USABLE STANDALONE AND EXTENDED WITH SHAFT
- + 150% SAW CUTTING SPEED



# DOZER SHOVELS

- 1T – SMALL BLADE, T HANDLE
- 2T – MEDIUM BLADE, T HANDLE
- 2D – MEDIUM BLADE, D HANDLE
- 2H – MEDIUM BLADE, H HANDLE
- 3D – LARGE BLADE, D HANDLE
- 1T-UL – SMALL UL 7075 BLADE, 7075 SHAFT, UL T HANDLE
- 2T-S – MEDIUM BLADE, T HANDLE WITH INTEGRATED SAW. SHOVEL IS FULLY FUNCTIONAL WITH SAW REMOVED.
- 2H-S – MEDIUM BLADE, H HANDLE, EXTENDABLE SAW



# DOZER SHOVELS

## 1T:

- SMALL, COMPACT BLADE
- T- HANDLE
- 6061-T6 BLADE & SHAFTS
- WEIGHT:
  - **545 G (19 OZ):** 9% LIGHTER THAN B-1
- EXTENDED LENGTH:
  - **76 CM (1 CM LONGER THAN B-1)**
- COLLAPSED HANDLE SHAFT LENGTH:
  - **38.7 CM (3 CM SHORTER THAN B-1)**





# DOZER SHOVELS

## 2T:

- MEDIUM BLADE
- T- HANDLE
- 6061-T6 BLADE & SHAFTS
- WEIGHT:
  - **680 G** (24 OZ): 6% LIGHTER THAN B-2
- EXTENDED LENGTH:
  - **79 CM** (SAME AS B-2)
- COLLAPSED HANDLE SHAFT LENGTH:
  - **38.7 CM** (3 CM SHORTER THAN B-2)



# DOZER SHOVELS

## 2H:

- MEDIUM BLADE
- HOE/T-HANDLE
- 6061-T6 BLADE & SHAFTS
- WEIGHT:
  - **767 G (19 OZ)** – SIMILAR TO RS, LIGHTER THAN D-2 WITHOUT SAW
- EXTENDED LENGTH:
  - **80 CM** (5 CM SHORTER THAN RS, D-2)
- COLLAPSED HANDLE SHAFT LENGTH:
  - **39 CM** (8 CM SHORTER THAN RS, D-2) – FITS EASILY IN PACK TOOL COMPARTMENTS



# DOZER SHOVELS

## 2D:

- MEDIUM BLADE
- D- HANDLE
- 6061-T6 BLADE & SHAFTS
- WEIGHT:
  - **708 G** (25 OZ)
- EXTENDED LENGTH:
  - **79 CM** (SAME AS B-2)
- COLLAPSED HANDLE SHAFT LENGTH:
  - **40 CM** (2 CM SHORTER THAN B-2)



# DOZER SHOVELS

## NEW 3D:

- LARGE BLADE (B-52 BLADE)
- D- HANDLE
- 6061-T6 BLADE & SHAFTS
- WEIGHT:
  - **880 G** (31 OZ): 8% LIGHTER THAN B-52
- EXTENDED LENGTH:
  - **81 CM** (21 CM SHORTER THAN B-52)
- COLLAPSED HANDLE SHAFT LENGTH:
  - **40 CM** (15 CM SHORTER THAN B-52)



# DOZER SHOVELS

## 1T- UL:

- CORED, THIN-WALLED 7075 AL BLADE
- STRONG, THIN-WALLED 7075 AL SHAFTS
- LIGHTWEIGHT T-HANDLE
- LIGHTEST WEIGHT EXTENDABLE SHOVEL ON THE MARKET
  - 435 G (15 OZ): 26% LIGHTER THAN B-1
- EXTENDED LENGTH:
  - 76 CM (1 CM LONGER THAN B-1)
- COLLAPSED HANDLE SHAFT LENGTH:
  - 38.7 CM (3 CM SHORTER THAN B-1)





# DOZER SHOVELS

## DOZER 2T-S

- SLED-SPECIFIC EXTENDABLE SHOVEL WITH EASILY ACCESSIBLE SAW IN HANDLE.
- REPLACES A-2 EXT SHOVEL WITH:
  - + 10% EXTENDED LENGTH
  - + 150% SAW CUTTING SPEED
  - + SHOVEL FULLY FUNCTIONAL WITH SAW REMOVED



# DOZER SHOVELS

## DOZER 2H-S

- SLED-SPECIFIC EXTENDABLE SHOVEL WITH, STOWABLE SAW IN HANDLE, HOE-MODE AND EXTENDABLE SAW MODE.
- REPLACES D-2 SHOVEL WITH:
  - + EXTENDED SAW HANDLE MODE
  - + USE SAW STANDALONE OR EXTENDED WITH SHAFT
  - + 150% SAW CUTTING SPEED



# DOZER SLED – DESIGN DETAILS

	2T-S	A-2 EXT		2H-S	D-2 EXT
Extended Length	87 cm / 34.3"	77 cm / 30.3"		80 cm / 31.5"	84 cm / 33.1"
Shaft Collapsed Length	44 cm / 17.3"	42 cm / 16.5"		46 cm / 18.1"	47 cm / 18.5"
Weight	868 g / 1.91lbs	880 g / 1.95lbs		<b>896 g / 1.9lbs</b>	947 g / 2.1lbs
Saw Blade Length	230 mm / 9.0"	250 mm / 9.8"		230 mm / 9.0"	160 mm / 6.3"
Saw cut speed (depth/stroke, green wood)	<b>2.0 mm</b>	0.8 mm		<b>2.0 mm</b>	1.4 mm



# **STEALTH**

**AVALANCHE PROBES**

# PROBES

## STEALTH PROBES

- EASY TO READ NUMBERS
- FAST MACRO READINGS
- FINE SINGLE CM READINGS
- VISIBLE MEASUREMENTS ON BOTH SIDES
- HIGH CONTRAST COLORS
  - ALUM: BLUE ANODIZE W/ WHITE/SILVER
  - CARBON: CARBON BLACK W/ WHITE
- ORANGE LOWER SECTION FOR EASY INDICATION THAT YOU ARE CLOSE TO VICTIM
- ORANGE BANDS AT 150CM & 250CM FOR EASY PROBE LINE DEPTH





# PROBES

## STEALTH PROBES

- 240CM ALUMINUM
- 270CM ALUMINUM
- 300CM ALUMINUM
  - COLLAPSED LENGTH (43 CM)
  - LASER ETCHED FINE SINGLE CM READINGS
- 330CM ALUMINUM
  - LASER ETCHED FINE SINGLE CM READINGS
- 240CM CARBON - UPDATED
  - CERTIFIED TO NEW UIAA 157 STANDARD
  - NEW BAG AND COLORS
- 300CM CARBON - UPDATED
  - CERTIFIED TO NEW UIAA 157 STANDARD
  - NEW BAG AND COLORS



# RESCUE PACKAGES

# RESCUE PACKAGES



## TS RESCUE PACKAGE

- TRACKER S
- STEALTH 270 PROBE\*
- DOZER 1T SHOVEL



## T4 RESCUE PACKAGE

- TRACKER 4
- STEALTH 300 PROBE\*
- DOZER 1T SHOVEL



## T4 TURBO RESCUE PACKAGE

- TRACKER 4
- STEALTH 300 PROBE
- DOZER 2H-S SHOVEL

\* THESE PACKAGES IN EU WILL INCLUDE A STEALTH 240 PROBE INSTEAD TO REFLECT EU MARKET NEEDS

# RESCUE PACKAGES - STRATEGY

## TS RESCUE PACKAGE

- TRACKER S
- STEALTH 270 PROBE\*
- DOZER 1T SHOVEL

- MAINTAIN AGGRESSIVE OPENING PRICE POINT IN MARKET
- KEEP MARGINS HEALTHY & FEND OFF COMPETITION

## T4 RESCUE PACKAGE

- TRACKER 4
- STEALTH 300 PROBE\*
- DOZER 1T SHOVEL

- ELIMINATE T3 PACKAGE- OFFER CONSUMERS A MORE COMPETITIVE OFFERING
- INCREASE PROBE LENGTH TO ALIGN WITH CONTINUED NA SNOW SAFETY MESSAGING FOR 300+CM PROBE

## T4 TURBO RESCUE PACKAGE

- TRACKER 4
- STEALTH 300 PROBE
- DOZER 2H-S SHOVEL

- TARGETED DIRECTLY AT THE VERY HUNGRY (AND GROWING) SLED MARKET
- PROVIDE AN ENHANCED “PREMIUM” TOOLSET SPECIFIC TO THAT MARKET, AT A PREMIUM, YET VALUE DRIVEN PRICE

\* THESE PACKAGES IN EU WILL INCLUDE A STEALTH 240 PROBE INSTEAD TO REFLECT EU MARKET NEEDS

# SCEPTER

POLES



# POLES

## SCEPTER POLES

### FUNCTION FOR THE BACKCOUNTRY

#### BCA GRIP

- BREAKAWAY STRAP
- SKI SCRAPER
- DOMED TOP FOR COMFORT
- FUNCTIONAL HOOK

#### SHAFT

- EVA CHOKE-UP SLEEVE

#### BASKET

- 100MM POWDER BASKET
- BINDING ADJUSTMENT FEATURE

#### NEW FLIP-LOCK ADJUST

- FAST & EASY OVER-CENTER ADJUSTABLE POLE MECHANISM



# POLES – SCEPTER 3S - NEW

- TELESCOPING SPLITBOARDER POLE, WITH ALL OF THE GREAT FEATURES FROM OUR SCEPTER LINE OF POLES
- ENHANCED DURABILITY AT A LOWER PRICE POINT FOR THE SPLITBOARD MARKET
- TELESCOPIC FROM 100CM – 140CM
- COLLAPSED LENGTH- 67CM
- WEIGHT 12OZ / 340G (SINGLE POLE)



# POLES

SCEPTER CAR/ALUM ADJ  
LIGHTWEIGHT POLE FOR THE WEIGHT-CONSCIOUS CROWD

- CARBON LOWER, ALUMINUM 7075-T6 UPPER
- EVA CHOKE UP SLEEVE
- CARBIDE TIP

SCEPTER ALUMINUM ADJ  
MAINSTREAM POLE FOR ALL BACKCOUNTRY  
TRAVELS.

- ALUMINUM 7075-T6
- EVA CHOKE UP SLEEVE
- CARBIDE TIP



# POLES

## SCEPTER ALUMINUM DURABLE 1-PC POLE

- ALUMINUM 7075-T6
- EVA CHOKE UP SLEEVE
- 115, 120, 125, 130,135 CM LENGTHS

## SCEPTER 4S COLLAPSIBLE ALL-SEASON POLE

- FOLDING POLE SYSTEM W/ NESTING POWDER BASKET
- ALUMINUM 7075-T6
- EVA CHOKE UP SLEEVE
- 110-130CM ADJUSTMENT
- CARBIDE TIP



HELMETS

# HELMETS

- INTRODUCING THE NEW BC AIR
  - PC IN-MOLD CONSTRUCTION
    - ULTRA LIGHTWEIGHT
    - HIGHLY VENTILATED
  - BOA FS360 FIT SYSTEM
  - REMOVABLE GOGGLE & HEADLAMP CLIPS
  - REMOVABLE EAR PADS
  - VERSATILITY
  - SIZES: S (51-55CM), M (55-59 CM), L/XL (59-62 CM)
  - WEIGHT: 340 G (S & M), 385 G (L/XL)
  - CERTIFICATIONS:
    - ASTM 2040-18 (NORTH AMERICA SKI & SNOW)
    - CPSC 16 CFR 1203 (NORTH AMERICA BIKE)





# SNOW STUDY

# SNOW STUDY

➤ NEW SLOPE METER



➤ 15X MAGNIFYING LOUPE



➤ ECT CORD



➤ ALUMINUM CRYSTAL CARD

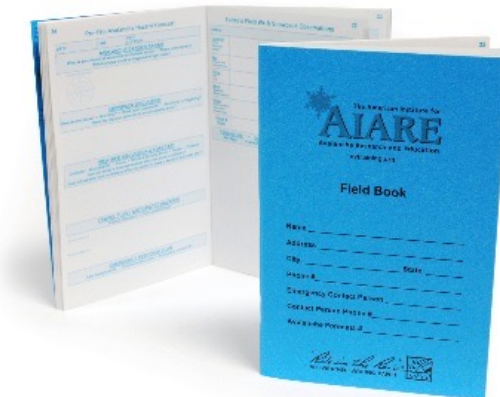


➤ PC CRYSTAL CARD

➤ ANALOG THERMOMETER



➤ FIELD BOOK (AIARE)



➤ 2M RULER



# SNOW STUDY

## SNOW STUDY KIT

- CASE
  - LIGHTWEIGHT DESIGN
  - HANG-ABLE FOR EASY ACCESS TO TOOLS
  - POCKET/SLEEVES FOR NECESSARY TOOLS
  - EXTERNAL SLEEVE FOR FIELD BOOK (ALSO FITS INSIDE)
- 15X LOUPE
  - FULL HOOD TO PREVENT WIND FROM BLOWING CRYSTALS AWAY
- PC CRYSTAL CARD
  - PARTNERING WITH SNOWMETRICS
- SLOPE METER
- THERMOMETER
- ECT CORD
  - 10' LENGTH
  - KNOTS EVERY 10"
  - 2 ALUMINUM CUTTING TEETH NEAR CENTER



MARKETING

# MARKETING STRATEGY

OUR THREE-YEAR PLAN FOR REACHING MARKETING GOALS IN A FOCUSED, ACHIEVABLE AND MEASURABLE WAY.

1. DRIVE BRAND AWARENESS BY DEVELOPING A GLOBAL BRAND CAMPAIGN
  1. ELEVATE BRAND IDENTITY, CONTENT TO REACH NEW CONSUMERS
  2. INCREASE CONNECTION TO EXISTING AUDIENCE VIA CORE CAMPAIGNS
2. OWN OUTDOOR SAFETY EDUCATION
  1. INCREASED PRESENCE OF SAFETY EDUCATION THROUGH SOCIAL/RETAIL CHANNELS
  2. CONTINUED INVOLVEMENT IN THE PROS/GUIDE NETWORKS
3. GAIN MARKET SHARE IN AIRBAGS AND BEACONS
  1. TARGETED AIRBAG AND BEACON CAMPAIGNS ACROSS ALL CHANNELS
  2. FOCUS ON REACHING AND EDUCATING NEW CONSUMERS

# GO-TO-MARKET FOCUS

## GOLD

### ACTIVATION OVERVIEW

CAMPAIGNS  
DIGITAL ADS  
TECH VIDEOS  
SOCIAL MEDIA

MICROSITE  
PR EDITORIAL  
DEALER SUPPORT  
DEMOS



**FLOAT** E2 PACKS  
**FLOAT**  
**TRACKER**<sup>TM</sup>  
AVALANCHE TRANSCIVERS

## SILVER

### ACTIVATION OVERVIEW

DIGITAL ADS  
TECH VIDEOS  
SOCIAL MEDIA

PR EDITORIAL  
DEALER SUPPORT



**STASH**<sup>TM</sup>  
BACKPACKS  
**BC Link**<sup>TM</sup>

## BRONZE

### ACTIVATION OVERVIEW

DIGITAL ADS  
SOCIAL MEDIA

PR EDITORIAL  
DEALER SUPPORT



**DOZER**<sup>TM</sup>  
SHOVELS  
**SCEPTER**  
POLES



# ATHLETES AND AMBASSADORS

- ELEVATION OF THE BCA GLOBAL ATHLETE PROGRAM ACROSS SKI, SNOWBOARD, SLED, GUIDES
- ATHLETES USED AS PILLAR OF BRAND COMMUNICATIONS AND PRODUCT INVOLVEMENT
- UNIQUE STORYTELLING AND CONTENT TO SPEAK TO TARGET AND COMMERCIAL CONSUMERS
  
- LEVELS
  - TIER ONE - THE FACE OF BCA, INNOVATION AND BACKCOUNTRY SAFETY
  - GUIDES AND INSTRUCTORS - REPRESENT KNOWLEDGE, PROCEDURE, EDUCATION
  - REGIONAL AMBASSADORS – STAKEHOLDERS IN BACKCOUNTRY, CONTENT SHARING



# PARTNERS

OUR PARTNERS ARE COMMUNITY PILLARS OF THE OUTDOORS DEDICATED TO CONTINUING TO EDUCATE ABOUT BACKCOUNTRY SAFETY TO ALL AUDIENCES.



# CONTENT AND STORYTELLING

- CLEVER STORYTELLING AROUND THE TENETS OF BACKCOUNTRY SAFETY
- ELEVATED QUALITY CONTENT TO SHAPE CONSUMER PERCEPTION
- THE BACKCOUNTRY REQUIRES TRUST – TRUST THE ELEMENTS, YOU’RE WITH, TRUST IN BCA PRODUCTS
- APPROACH
  - CAPTURE A WIDER RANGE OF UNIQUE ASSETS FOR NEW PRODUCTS, SO WE CAN CREATE TEASE, LAUNCH AND SUSTAIN CAMPAIGNS. THIS INCLUDES: TECH CLIPS, TEASER CONTENT, PRODUCT REVEALS, R&D CONTENT, SOCIAL AND MARKET TEMPLATES AND 360-DEGREE STUDIO/OUTDOOR PHOTOGRAPHY TO DISTRIBUTE ON PAID AND OWNED MEDIA.
  - REFINE MESSAGING TO BE MORE AUDIENCE – FRIENDLY.
  - BROADEN THE SCOPE
    - SHOW PRODUCTS ON SKI, SLED, SNOWBOARD AND 4-SEASONS
    - MORE DIVERSE AND INCLUSIVE STORIES
    - CONTENT THAT RESONATES

## TRUST IN THE PEOPLE



# NEW BRAND LAUNCH

- MAJOR GLOBAL LAUNCH EVENT IN OCTOBER 2023
- NOT JUST A LOGO REFRESH, IT'S AN OPPORTUNITY TO SHOW THE WORLD THE NEW BCA



The Acronym wordmark is intended to primarily represent the brand on communication channels and product. It's based on basic black sans-serif typefaces.

This is primarily an optical mark, in that it isn't based on math or consistent spacing, instead it is refined visually so that it visually balances well.

The letterforms in the Acronym wordmark that are tightly kerned to create the appearance of one solid form or "logo". While the A commands the attention, the C provides a visual focal point and a center.



X		X
	<b>BCA</b> <sup>®</sup> BACKCOUNTRY ACCESS	
X		X



01. Wordmark Vertical / Large



02. Wordmark Vertical / Mini

