



I purchased my first ATC back in 1979, a Honda 110cc 3-wheeler, and my world was forever changed. Back then, access to large tracts of land - both public and private - was plentiful, and for the most part use of the ATC (All-Terrain Cycle for you youngsters) was nearly unrestricted.

Fast forward a few decades to the present — far fewer large tracts of land available and many more users, meaning tighter restrictions on vehicle access and useage (ATV, UTV or other). Given all of that, folks are out there today riding their ATVs/UTVs more than ever before. Simply put, they're fun and practical.

Me? I adapted, left the 3-wheeler behind and moved on to bigger, faster, and 4 wheels. The game I was pursuing adapted as well. I learned very quickly that a roaring engine doesn't exactly help you blend in with your surroundings. We are acutely aware of things that pollute our woods and water — chemicals, old tires, styrofoam cups, cans and other refuse; but have you ever stopped to think about noise? If not, you should. In today's world, most of us are hunting smaller tracts of land. Game, especially whitetail deer, will pattern you by the noise your vehicle makes. Solution? The Flambeau All-Electric 4x4 A.P.E. (Advanced Performance Electric) UTV.

Electric UTVs are not new to the market, so why now and why Flambeau? More than ever folks are asking for a quiet, dependable and environmentally friendly way to venture into the outdoors. Why Flambeau? It's all in the family. We're part of the Nordic group of companies, which includes the Columbia Vehicle Group. Our electric vehicle heritage stretches back to 1947 to include the well-known brands of Westinghouse and Harley Davidson. Our history of innovation made us the first to market with many of today's standards in electric vehicle technology:

- 1st Solid State Speed Control System
- 1st On-Board Vehicle Charger
- 1st Solid State On-Board "Smart" Charger
- 1st 48-Volt Power System Utilizing Eight 6-Volt Batteries
- 1st Engineered Polymer Front Body
- 1st Front Wheel Camber Adjustment
- 1st "Clam-Shell" Bodies for Easy Access
- 1st Established LSV Spec for the U.S. Army

The Flambeau A.P.E. is the newest addition to our commitment to excellence and tradition of purpose-built, pure electric vehicles. I encourage you to come ride along with me as we trailblaze a redefined UTV experience.

Respectfully,

Kim Norton

Director of Marketing and
New Product Development,
Flambeau Outdoors™



The Columbia Vehicle Group

Nordic Group Member Brands | Business Ventures Since 1947



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