

For Immediate Release



TRACKER® OFF ROAD introduces the OX EV  
for on- and off-road adventurers

*Unveiled at NWTF convention, new TRACKER OX EV joins  
wide range of new ATVs and side-by-sides*



**NASHVILLE, Tenn. (February 15, 2023)** – Known for offering breakthrough performance, award-winning service and incredible value, TRACKER OFF ROAD® announced today at the National Wild Turkey Federation annual convention its launch of an all-new, all-electric utility vehicle – the TRACKER OX EV – designed to bring power, style and capability to the farm, neighborhood or woods.

Powered by maintenance-free lithium batteries, the TRACKER OX EV's torquey motor provides grunt with stealthy operation and range up to 60 miles. A tilting cargo box with hydraulic lift assist, full-size dump bed and removeable tailgate on a set of custom wheels and tires with superior all-terrain performance make this utility vehicle incredibly versatile. The unit's supercharged battery offers ultra-fast 6-hour recharge time and comes with a 5-year limited warranty. Available accessories include split windshield kit, rearview mirror, and net and d-ring bed kits.

Available for \$12,999 (plus \$900 freight and \$150 prep), the OX EV – as well as all TRACKER OFF ROAD vehicles – can be purchased with TRACKER's legendary No Haggle, No Hassle® pricing. Pioneered by Bass Pro Shops founder Johnny Morris, this pricing policy affords customers the same nationally advertised price regardless of where a TRACKER OFF ROAD vehicle is purchased -- whether it's a Bass Pro Shops or Cabela's store or an authorized power sports dealer. In Canada, the OX EV will be available for CAD\$16,509 (plus CAD\$550 freight and CAD\$150 prep).

TRACKER OFF ROAD vehicles are sold throughout the United States and Canada through the world's leading independent boat dealer network consisting of Ranger, Tracker, and other marine and authorized power sports dealers, as well as Bass Pro Shops and Cabela's retail locations, which host more than 200 million outdoor lovers annually. To find a nearby TRACKER OFF ROAD dealer, visit [TRACKEROFFROAD.com](https://www.trackeroffroad.com) where consumers also will find detailed information about each TRACKER OFF ROAD model.

### **Full Range of TRACKER OFF ROAD Vehicles**

The 2023 TRACKER OFF ROAD roster includes 13 powerful recreational and work vehicles with improved styling and updated wheels, tires, and color offerings on a variety of models. Backed by industry competitive warranties, ranging from 12 to 24 months, these models include:

- ATV models: 90, 300, 450, 600, 600EPS, 600EPS LE; and
- Side-by-side models: OX400, OX EV, EV iS, 800SX, 800SX LE, 800SX Crew, 800SX LE Crew, and the new 800SX Waterfowl Crew Edition.

### **Reconnecting Americans with the Outdoors**

In a world where families are increasingly surrounded by screens and digital distractions, TRACKER OFF ROAD is built to connect more Americans to the outdoors and to inspire people to spend more time together in nature. In keeping with Johnny Morris' lifetime commitment to conservation, TRACKER OFF ROAD is helping support several of the nation's leading not-for-profit conservation organizations, such as the National Wild Turkey Federation (NWTF).

At the 2023 NWTF Convention & Sports Show in Nashville, Tenn., TRACKER OFF ROAD, along with parent company Bass Pro Shops, displayed the brand new 2023 ATV & side-by-side units, along with "inflation busting" bass boats, exclusive giveaways and special appearances from the outdoor company's hunting pro staff.

Guided by the visionary leadership of Morris, Bass Pro Shops works with leading conservation organizations like NWTF to protect wildlife habitat and foster the next generation of outdoor stewards.

### **Easier Than Ever to Access the Outdoors**

All TRACKER OFF ROAD owners receive a VIP Owner's Discount Card with the purchase of a TRACKER OFF ROAD vehicle. The card provides 10 percent off leading Bass Pro Shops and Cabela's brands – plus 10 percent off almost everything else in the store – for up to two years. Current members of the U.S. military receive an additional year of savings. This exclusive VIP Card provides extra buying power to purchase

everything a customer needs to hunt, fish, explore the outdoors, or work with a new TRACKER OFF ROAD vehicle.

### **Continuing the TRACKER Revolution**

With the introduction of TRACKER OFF ROAD in 2019, the TRACKER legend – started by avid young angler and Bass Pro Shops founder Johnny Morris in 1978 – continues as customers will be able to rely on the brand’s renowned customer-friendly shopping process and extensive network of authorized service centers for all their vehicular needs, from the purchase and installation of TRACKER OFF ROAD accessories to maintenance, service and support for their vehicles.

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### **About Bass Pro Shops**

Bass Pro Shops is North America’s premier outdoor and conservation company, recognized by *Forbes* magazine and the Reputation Institute as one of the most reputable brands in the United States. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father’s liquor store in Springfield, Missouri. Today, the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations, and more. In 2017, Bass Pro Shops acquired Cabela’s to create a “best-of-the-best” experience with superior products, dynamic locations, and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America’s Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by *Forbes* as “one of America’s Best Employers.”

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