



## NEWS RELEASE

# TRACKER® Introduces the OX400 Utility Vehicle for Hard-Working Land Owners, Farmers, Ranchers and Groundskeepers

## TRACKER OX400 Joins Wide Range of New ATVs, Side-by-Sides, and Sport Carts

*TRACKER OFF ROAD offers game-changing breakthrough value, performance and service in the utility vehicle category*

SPRINGFIELD, MISSOURI – Buoyed by the success of its new ATV and side-by-side off road vehicles, TRACKER® is launching a new utility vehicle – the [TRACKER OX400](#) – designed to meet the demanding needs of property owners with acreage, farmers, ranchers, municipalities and school districts, and park maintenance personnel.

Designed like an ox for hard work, the TRACKER OX400 is a small, but burly, work utility vehicle for those on a budget. It goes and goes; it won't be outworked. Backed by a 24-month warranty, the OX400 features a 13.5 hp, 4-cycle, 401 cc single cylinder, air-cooled engine built within a welded steel frame. With seating for two, the OX400 features a 12-cubic-foot rugged rotomolded cargo box. With 500 lb. of hauling capacity it has the grit to haul your cargo wherever you need to go.

Available for just \$5,799 plus freight (\$300 or \$375 depending upon geographic zone), the OX400 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 OX400 is available for CAD\$7,699 plus freight (CAD\$550 or CAD\$675, depending upon zone).

TRACKER OX400 utility vehicles are sold throughout the United States and Canada through the world's leading independent boat dealer network consisting of Ranger, Tracker, and other independent marine and authorized power sports dealers. TRACKER OFF ROAD vehicles also are sold at 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](http://TRACKEROFFROAD.com) where consumers also will find detailed information about each TRACKER OFF ROAD model.

### Leveraging Military Technology Innovation

TRACKER, recognized as a world leader in boating, partnered with Textron Specialized Vehicles, Inc., a global leader in innovation and technology, on the TRACKER OX400 utility vehicle, as well as a full-range of high-performance all-terrain vehicles (ATVs), side-by-sides, and sport carts offering breakthrough performance, award-winning service and incredible value.

TRACKER OFF ROAD ([www.trackeroffroad.com](http://www.trackeroffroad.com)) vehicles are designed and manufactured to deliver the industry-leading quality that customers have come to expect from the TRACKER brand. Its partnership with Textron allows TRACKER to leverage Textron's deep expertise in building state-of-the-art business jets, marine assault vehicles, and military helicopters.

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

The TRACKER OFF ROAD line includes 15 gas- or electric-powered, off-road vehicles backed by industry competitive warranties, ranging from six to 24 months, depending upon the specific model. These models include:

- ATV models: 90, 300, 570, 700EPS;
- Side-by-side models: 500S, EV/EV iS, 800SX, 800SX Crew, SVX1000, XTR1000;
- Sport carts: LS2, LX4, LX6 (gas), LX6 Electric; and
- Utility vehicle models: OX400

All TRACKER OFF ROAD vehicles combine the outdoor expertise of Bass Pro Shops and Cabela's with the military engineering expertise of Textron. Designed, engineered and assembled by skilled Americans who are passionate about America's outdoors, TRACKER OFF ROAD vehicles are assembled from American and globally sourced components at the Textron Specialized Vehicles' manufacturing facilities in Augusta, Georgia, and Thief River Falls, Minnesota.

### **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) and the Quality Deer Management Association (QDMA). Guided by the visionary leadership of Morris, Bass Pro Shops works with leading conservation organizations 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**

In 1978, avid young angler and Bass Pro Shops founder Johnny Morris revolutionized the marine industry when he introduced the world's first professionally rigged and nationally marketed boat, motor and trailer packages. Morris' innovative approach suddenly made the joy

of fishing and boating more affordable to millions of families. TRACKER Boats quickly became, and have remained, the number-one selling fishing boat brand in America.

With the introduction of TRACKER OFF ROAD, the legend continues as customers will be able to rely on the brand's renowned customer friendly shopping process, 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.

## **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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