

2024 Hunt Edition

CURATED IN PARTNERSHIP WITH SHANE DORIAN

UBCO

We've taken the ultimate utility vehicle and retrofitted it to the exact specifications of hunters.

The **2X2 Hunt Edition is an all-wheel drive motorbike designed for the hunt and built for the chase.**

KEY FEATURES

LCD DASHBOARD

PEAK DESIGN MOBILE BAR MOUNT

BOW/GUN MOUNT

2400 LUMEN LED FLOODLIGHT

REAR CARGO DECK

CENTER TOTE

GIANT LOOP PRONGHORN STRAPS

2x2
ALL WHEEL DRIVE

75
MILES MAX RANGE

30
MILES PER HOUR
MAX SPEED

4-6
HOURS FULL
CHARGE TIME

330+
POUNDS MAX
CARRY WEIGHT

19
ATTACHMENT LUGS

75
DB AT FULL POWER

7 series
LIGHTWEIGHT FRAME

ONX ELITE
MEMBERSHIP

FRONT
CARGO DECK

LOW COG

OFF-ROAD
KNOBBLY TIRES

MOLLE PANELS

BAREBONES
NATA TOOL



2x2

ALL-WHEEL DRIVE

A high-torque 1.7kW peak power hub motor in each wheel ensures great acceleration and control in slippery or rough conditions. Take that narrow trail or traverse that steep bank with confidence.





330lbs +

POUNDS MAX CARRY WEIGHT

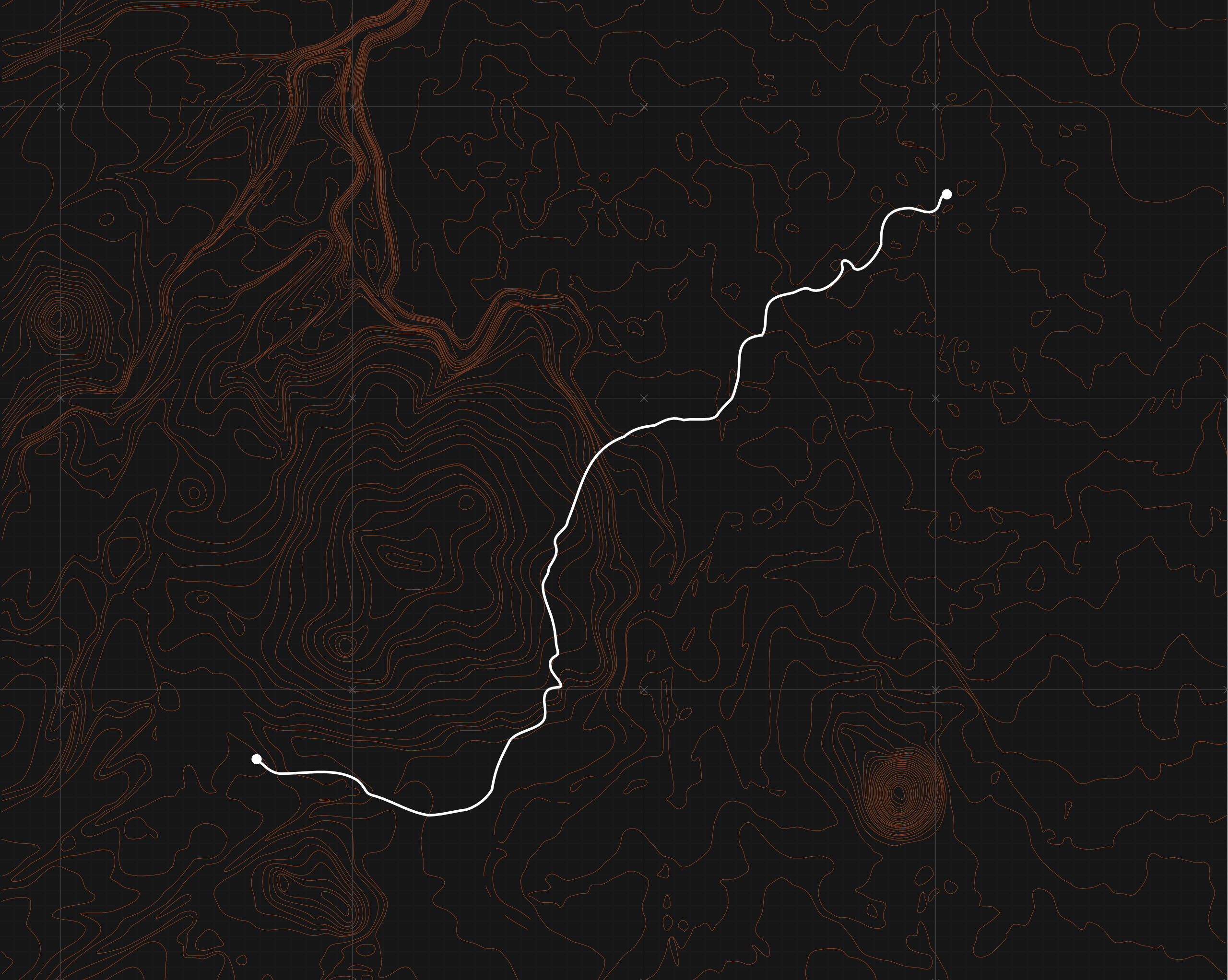
Kitted out to carry all your hunting gear, with a carry weight in excess of 330 pounds including the rider, you can take in your equipment and bring home your kill.



75dB

FULL POWER WITH STEALTH

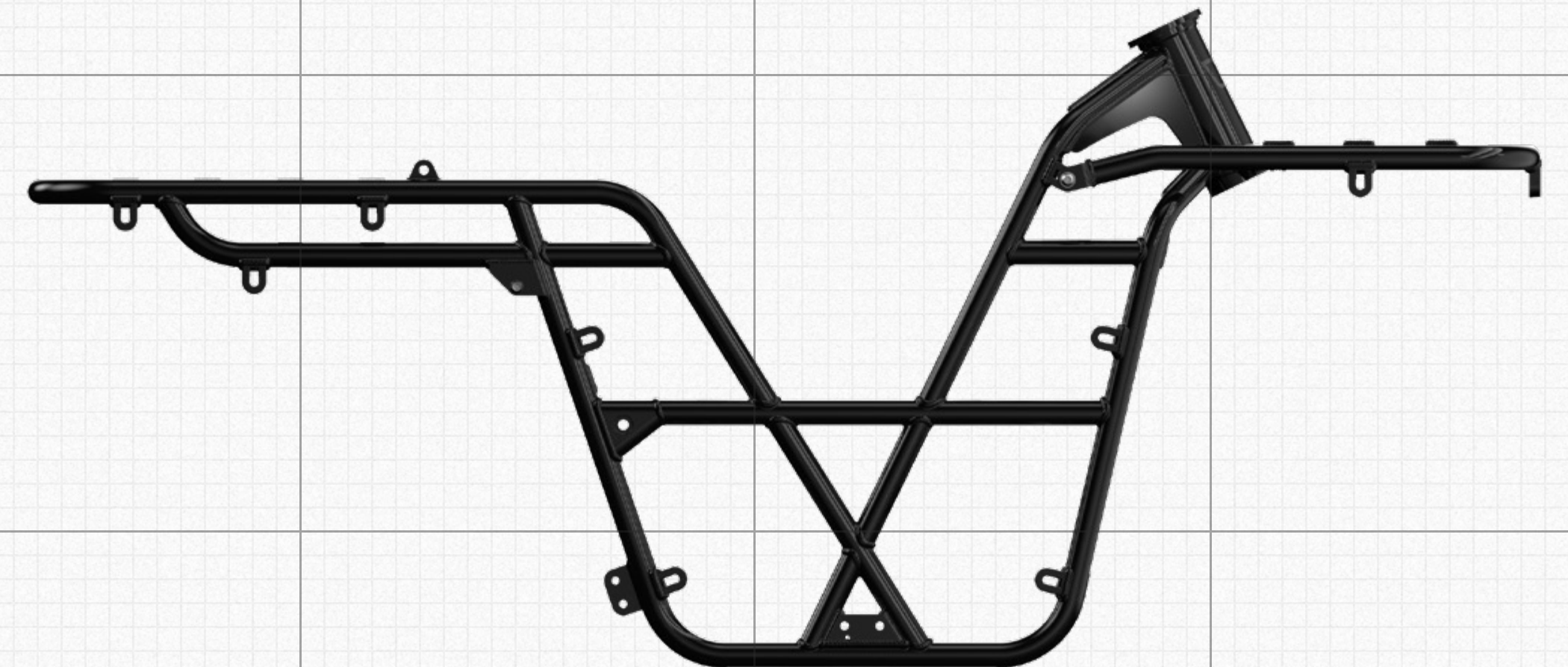
Rip the throttle without hesitation. Our whisper quiet electric motors give you the extra advantage of getting closer. And with no emissions, you won't tip off your target with fumes.



7 series

LIGHTWEIGHT ALLOY FRAME

Weatherproof and durable, our lightweight aluminum frame makes our bike strong enough for a heavy load but light enough to be hitched on the back of a pickup. 116lbs without the battery and 155lbs with, load and unload has never been easier.



MILES MAX RANGE

75

With 75 miles max range you'll have the endurance to track your prey wherever it goes — up hill, across stream, through the mud, and beyond.

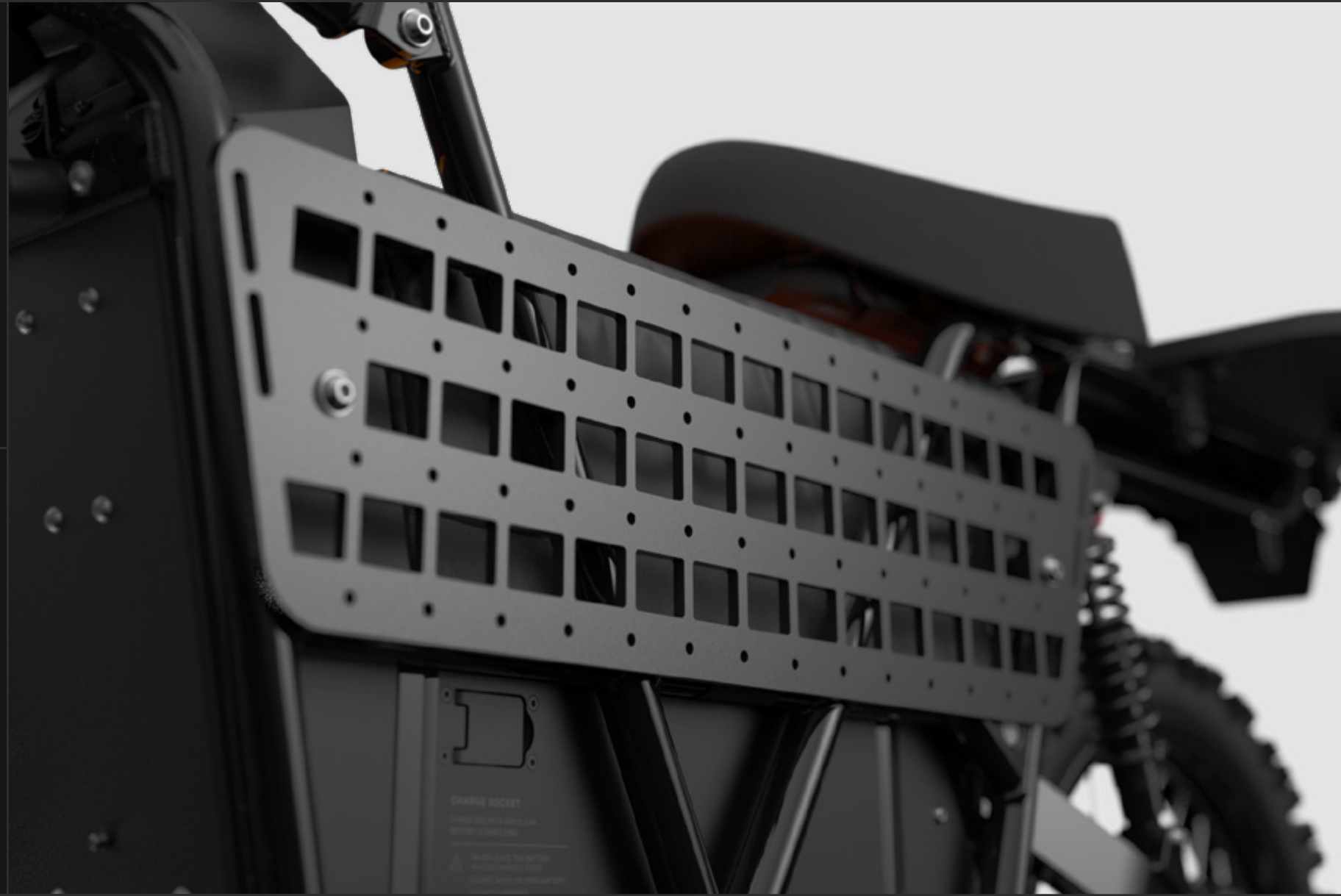
We worked closely with hunter and HoF surfer **Shane Dorian** to develop a bike that has everything any serious sportsman would need.

From new custom molle panels to an updated dashboard and a curated gear set from top hunting brands, this bike is ready for any adventure.





BOAR HUNTING
MAUI, HAWAII



ON-FRAME MOLLE PANELS

Solidly fabricated from HDPE these MOLLE Panels have been designed to fit onto our Super X-frame.

The panel has a 1.25" x1" mesh pattern allowing for maximum utility to tie, clip or mount your bag, cargo net, water bottles or hunting pouches.



BOW/GUN MOUNT

Our mounts can be attached to almost any part of the bike. On the handlebars, on the frames, or on the cargo decks.

The silicon finish creates a secure grip while the internal fins allow a tighter hold on different sized equipment.



BAREBONES NATA TOOL

Made from 3CR13 stainless steel and durable walnut. This unassuming multi-purpose cleaver is made to clear brush, strip bark and make kindling.

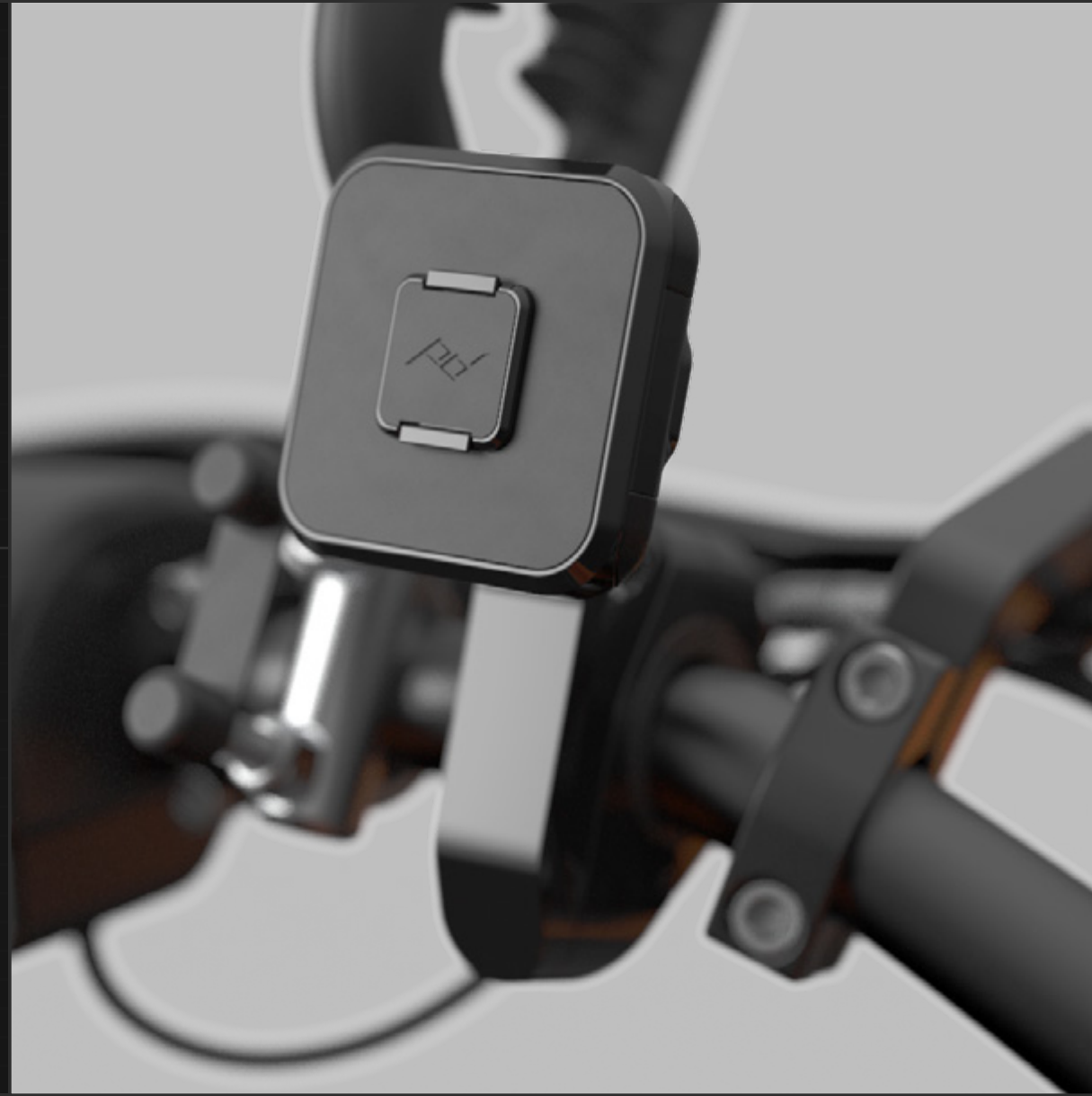
With a solid steel core that extends through the length of the hardwood, this machete like blade is well balanced, providing a greater swinging weight while still being light.



LCD DASH WITH LED FLOODLIGHT

The hunt bike pairs the powerful 2400 lumen LED array with a back-lit dashboard.

Get the best field of view while riding and always know how much you've got left in the tank.



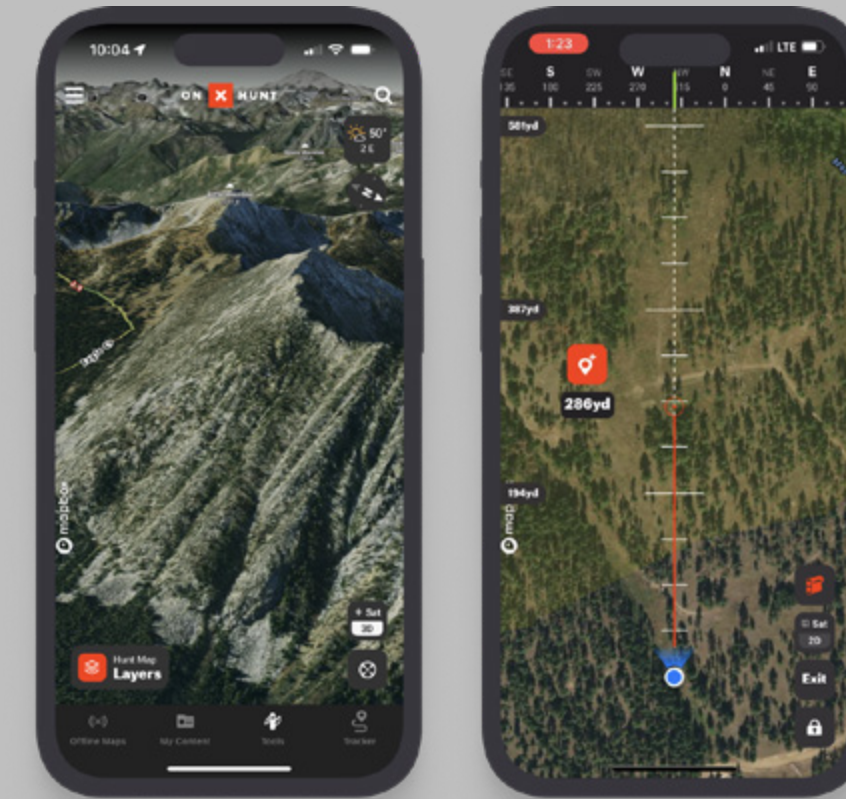
PEAK DESIGN MOBILE BAR MOUNT

- + Virtually bomb proof and guaranteed for life. An easy to use phone mount that features magnetic mounting technology and best in class vibration isolator.
- + This mount has been road tested for thousands of miles on diverse terrains and phone models.



WATERPROOF CENTER TOTE

- + Fitting snug in the Super X frame this center tote is built from anti-rip and waterproof fabric. With 12 liters of storage it's the perfect drop and go accessory.



onX MEMBERSHIP

- + Receive a 3 month Elite Membership to the onX app. Route, plan, and navigate with private and public land boundaries, 3D satellite and topographic basemaps. The perfect companion for anyone going deep into the bush.



GIANT LOOP PRONGHORN STRAPS

- + These multi-purpose polyurethane straps are virtually unbreakable.
- + A stamped aluminium buckle prong holds the strap in place for pre-fitting and easy chaining together.
- + With a set of 4, you can virtually tie anything onto the bike.

All-wheel drive, low center of gravity, light frame, durable construction and low noise.

You'll be ready to stalk your prey deep into the back-country, getting to spots you never thought possible.

The 2X2 Hunt Edition is built to the exact specifications of hunters. It's a versatile and powerful off-road utility vehicle.

**Designed for the hunter.
Built for the chase.**

Go UBCO.



Launch Strategy

01

Work with partners to help build awareness

- + Use Shane Dorian's personal brand and following to launch the product and endorse it.
- + Use brand partnership activations to get more eyes on our product.
- + Use product giveaways to drive potential customers to our website and build our email database.
- + Use special interest groups for hunting and outdoors on social media to share content and generate interest with a larger and targeted audience.
- + Engage early with our dealer network and ensure they have stock on hand ready to launch.

02

Create consideration using trusted sources

- + Use reviews and trusted ambassadors to gain reach and credibility.
- + Share content via EDM campaigns and social media.

03

Convert sales via multiple channels

- + The warm audience we've nurtured should be ready to purchase.
- + If not, we will give them a gentle nudge with personalised conversion offers.
- + Such as referral codes shared from Shane, partner email blasts, Black Friday sale, and show specials at key Sportsman Shows.

The 2X2 Hunt Edition will be available for retail sale on **October 3rd 2023.**

Teaser to drop in late September, followed by a chance for customers to register for early access.

We will be working with Shane for a campaign to build awareness, foster consideration and drive purchase through his social channels, earned media, and awareness campaigns.

**LAUNCH
UBCO KEY
DATES**

**Preorder
Consideration**

**Launch
Purchase**

**Promotion
Purchase**

**Promotion
Purchase**

- + Social advertising & EDM campaign/launch. Tease out colabs and Shane Dorian partnership.
- + Register your interest live on website/landing page.
- + Email Launch to UBCO audience. Tease release.
- + Sell in with dealers. (Dealers bundle).
- + VIP/Media Hunt event.
- + Pitch pubs. And freelance for earned media.

- + Go live on website/
- + Buy now landing page
- + Launch YouTube and paid social (FB, IG)
- + Coordinated brand partner eblasts.
- + Leverage key publications and reviews
- + Live on influencer feeds (call to action: Order Now!)

- + POP and program support for channel.
- + Ambassador content.
- + Email follow-ons.
- + Cross promo with gear and brand partners.
- + Activate at regionally relevant Sportsman shows.
- + Register in holiday gift guides.
- + Promotion through partners (Blazers in-stadium features, Huckberry, etc.)

- + Refresh email sequences leading into US Sportsman events.
- + Activate at key Sportsman events with dealers (Shot Show, NW Sportsman, etc).

**PROMO
CALENDAR
SHANE
DORIAN**

- + Social Campaign: "Something is Coming".
- + Tease partnership. Call to action "Register your interest".
- + Behind the scenes conversations with Shane on hunting.
- + Social campaign tiered roll out of Hunt Edition features and accessories.

- + Share full hero video via collab post with Shane (IG, FB, web, etc).
- + Full paid digital/social campaign "Hunt Edition now available".
- + Leverage key publications and reviews with quotes from Shane.

- + Paid social campaign with BTS, story cut downs, and accessories features.
- + Shane shares referral code leading up to Black Friday.

- + Additional shoot in US or NZ to expand story and use cases to continue to drive interest.