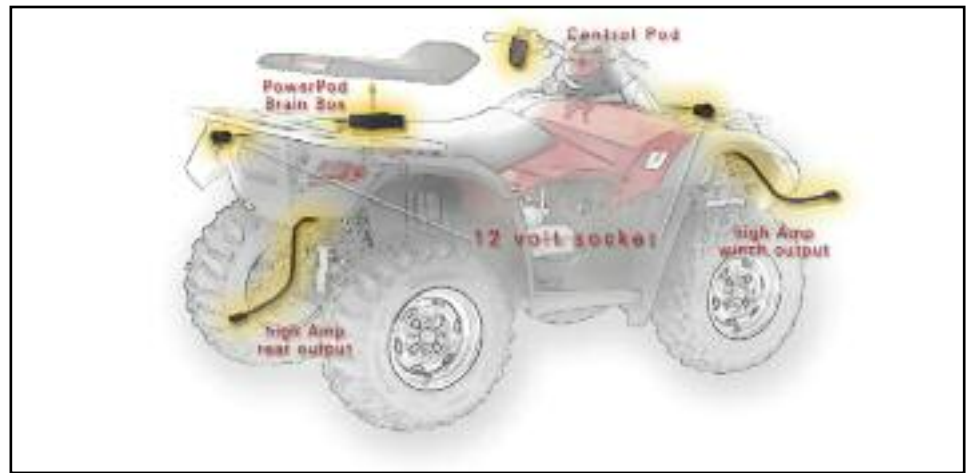


# Continued Innovation from an industry leader

## Consumer-driven Kolpin PowerPod Revolutionizes Electrical Power Distribution On ATV and UTVs



Looking to make sense of your highly accessorized ATV or UTV? Kolpin's PowerPod makes it push-button easy.



The PowerPod simplifies adding electrical accessories by establishing a centralized electrical control module.



From add-on stereo equipment to farm equipment, the PowerPod organizes it all while protecting the electrical system.

Innovation is a vital attribute for Kolpin Outdoors and its industry-leading product research and development. In 2010, Kolpin Powersports expanded its line of innovative, high-quality American-made parts and accessories for off-road machines with the introduction of more than 90 new products. For most companies that level of expansion and new product growth — especially during a recessionary period — is unattainable, but for Kolpin it only serves to prove the company's focus and passion for powersports.

The PowerPod, a proprietary electrical management system for ATVs and UTVs, is the latest and most revolutionary product to join Kolpin's proven list of highly successful products including the Gun Boot, Rhino Grip, Stealth Exhaust and the Dirt Works System. However, Kolpin went above and beyond in its consumer and market research and took product development to new heights with the PowerPod. Through a highly aggressive and dedicated qualitative research method, Kolpin exposed a legitimate ATV consumer need that has been ignored by the ATV industry for the last quarter of a century.

Kolpin Powersports President and CEO Tom Lutes said it was "incredible" that a product like the PowerPod had never been introduced by the aftermarket or addressed by any of the OEMs. "We can all get tunnel vision and think we have all the answers," he explained. "You have to dig deep and get to know the consumers' needs before you can meet their needs. The ATV PowerPod is definitely an ATV consumer-driven product and its need has clearly been validated by our extensive research."

Kolpin made a disciplined effort to work with real ATV/UTV owners and conducted "ethnographic interviews." The research

team studied and recorded the environment of use, equipment and accessories. All the owners, who ranged in age from 27 to 50, had purchased ATV accessories within the last six months. The group's income varied and included both ATV and UTV owners. Kolpin said it snapped 260 photos and recorded more than 10 hours of video. These field notes were then scrutinized and analyzed to reveal trends, themes and opportunities for new product development. The PowerPod is a direct result of these in-depth consumer studies.

According to Lutes, the PowerPod (and PowerPod Pro) took roughly 18 months from concept to production. Kolpin used an outside firm to assist with the extensive consumer research program and its engineering team partnered with an independent engineering firm to design the patent-pending PowerPod device. That level of develop-

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ment and an unmatched research process — that also included dealer feedback from the Indianapolis Dealer Expo and advised upgrades — has created one of the most complete products ever produced for ATV and UTV owners.

"It's more intense and a more expensive way to do product development, but it has produced quality results. A lot came out of it, but the PowerPod and the idea of an electrical management system is the first to be introduced."

The Kolpin PowerPod and PowerPod Pro improve the convenience factor and simplify

accessory operation for the end user. Whether it's for recreational use and casual riders or for work and practical situations (hunting, job sites, landscaping or hobby farmers), the Kolpin PowerPod should be considered a universal product with unlimited potential. Its ability to eliminate wiring, simplify accessory installation and control those items at one electrical source is unprecedented. The interchangeability of accessories is the ultimate in convenience, allowing the consumer to switch accessories, such as switching from sprayer to spreader to stereo in seconds with no need to rewire anything. Customers have always adored convenience items and now they can have one of the greatest ever researched and assembled.

The PowerPod benefits dealerships for both its "up sale" potential and its natural fit with proven accessories, many of which contribute to the dealers' bottom lines. Dealer-

ships can promote the PowerPod as an electronic brain for ATVs that will simplify a customer's many electrical connections to one power source, electrify any machine with intelligent power distribution and connect multiple electrical accessories without wiring. Due to ease of use and ability to manage and control numerous electronic devices, the PowerPod can be added by dealers along with winches, agricultural implements, snow plow kits, Dirt Works, lighting, hand warmers, GPS, tank sprayers and numerous other attachments. With two different price points — the PowerPod and PowerPod Pro, dealers can target both the occasional off-road enthusiasts and the ATV accessory aficionado.

Kolpin firmly believes in its extensive market research and calls the PowerPod and PowerPod Pro a real-world necessity for ATV and UTV owners. It's important for both dealers and consumers to know the PowerPod

comes from such a well-respected and enthusiastic outdoor company. Kolpin has long-lasting partnerships with several of the major ATV and UTV manufacturers and even builds Gun Boots and accessories for many of them. There's definitely a layer of trust incorporated into every Kolpin product. The Kolpin PowerPod also comes with a built-in level of confidence for dealers because they can trust not only the manufacturer behind it, but also the rationale behind developing an electrical management system.

### **MORE ABOUT THE KOLPIN POWERPOD**

The Kolpin PowerPod is designed to simplify the addition of aftermarket electrical accessories by establishing a centralized electrical control module. It features customizable "plug & play" ports and eliminates the need to individually wire each component and their switches while allowing for simple change over from accessory to accessory. The PowerPod's unique interface lets owners choose from front- and rear-mounted accessories and control them all from a centralized location with integrated power buttons.

Once the Kolpin PowerPod is attached to an ATV or UTV battery, an owner can choose to mount the universal-fitting, all-weather control module to the ATV's handlebars, using a special bracket, or tank area (dash or console on a UTV) using a high-grade hook-and-loop closure system. The standard PowerPod includes twin 12V circuits for attachments. However, the number of circuits expands to five on the PowerPod Pro. Two buttons are toggle switch controlled for up and down movements and provide up to 50 Amps of support for high power accessories.

In its 67-year history Kolpin Outdoors Inc. has become a proficient and driven manufacturer and innovator of outdoor and off-road products. Its pioneering spirit and compassion for outdoor sports began in 1943 and continues today with Kolpin Powersports, a market leader in the ATV and UTV industry. To learn more, please visit [www.kolpinpowersports.com](http://www.kolpinpowersports.com).

