

TECHNOLOGY

Arctic Cat's Latest 4-Stroke Are A New Snowmobiling Experience.

Innovations like this don't come along too often. Nor do they change the snowmobiling category completely like the new gem Arctic Cat® has conjured up. Cat Comm,™ a 2-way communication system for snowmobiling, is Arctic Cat's latest and greatest innovation that will give snowmobilers a whole new riding experience. "Arctic Cat's 2-way communication system is the most well-received innovation I've ever been involved with," says Gary Gustafson, a 22-year snowmobile engineer. "It's like the snowmobile industry was stuck in the Stone Age, using only hand signals to communicate. Now we can use all of our senses. This system is going to change everything."

Cat Comm is extremely easy to use for both the driver and the passenger. State-of-art handlebar controls give you the ability to talk back and forth with a simple touch of a button. Not only is Cat Comm revolutionary for dialogue between riders, but you can also plug in your MP3 player or listen to your favorite station on AM/FM or satellite radio. Equipped with seven clear channels with amazing range, Cat Comm travels over four miles in open terrain and up to two miles in wooded or mountain terrain. "We knew we had something big on our hands when we made the necessary tweaks," recalls Gustafson. "When it comes to communication, range is everything."

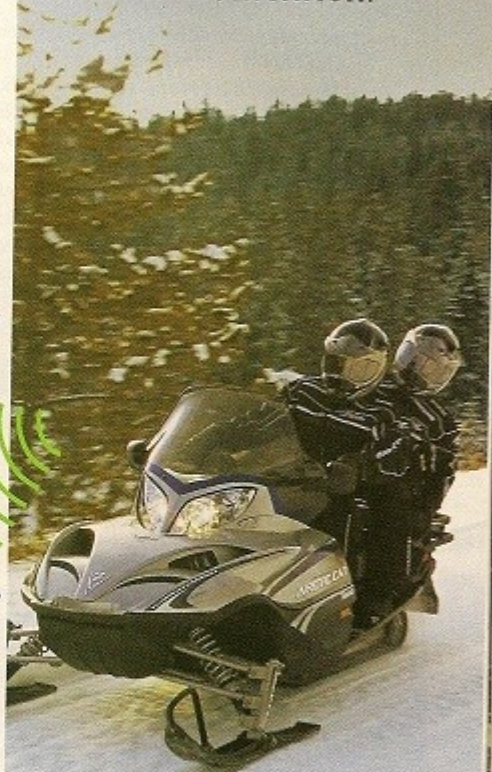
"Cat Comm will revolutionize the whole category," says John Tranby,



"When it comes to communication, range is everything."

"We specifically knew our current customers are getting older and are looking for value-added features rather than speed. We saw the opportunity and wanted to be the first." Cat Comm is the first 2-way communication system for snowmobiling. Arctic Cat didn't stop at just the 2-way communication system this year, they added in new heated seats to enhance your whole experience. Robert Bonev, vice president of marketing, had one goal this year for Arctic Cat and he was determined to provide snowmobilers something big for 2006. "I challenged my team and they delivered," says Bonev. "Everyone introduces new models but I knew we could do much more. Cat Comm brings new life and excitement no matter where you ride." Cat Comm is available on all 2006 Turbo Touring LEs. For more information or to check out Arctic Cat's new 2006 lineup visit their incredible website at www.arcticcat.com.

ANOTHER FIRST FROM ARCTIC CAT: 2-WAY COMMUNICATION.



Introducing Cat Comm, the world's first 2-way communication system designed for snowmobiling. Experience driver-to-driver or driver-to-passenger communication down any trail. If you're riding alone you can plug in and rock out to your favorite tunes on any MP3 player or listen to the big game on satellite radio. Visit your dealer or arcticcat.com for more details.

ARCTIC CAT
SHARE OUR PASSION.™

treadlightly!
LEAVING A GOOD IMPRESSION™ Always wear a helmet and don't drink and ride.
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