

BITE*HARDER

BETTER*BETTER TRACTION*TRAILS

PROGRAM

Promoting Safer Snowmobiling Through “Better Traction”
And Improved Funding For “Better Trails”



INTRODUCTION

Born out of the necessity for better performance, handling and safety, in January of 2013, **BITEHARDER** released the first ever snowmobile carbide runner sharpening tool. Over the past six years, **BITEHARDER's** full line of carbide runner and stud sharpening tools have become synonymous with safer snowmobiling.

With **BITEHARDER** sharpening tools, riders can experience the full benefits of a snowmobile's technology and innovation, every time they head out on the trail. No more compromises or frustrations that come with dull traction, just consistent performance and a much safer ride. We call this "Repeatable Traction Performance" (RTP), that works. Our patented technology (three U.S. patents and two Canadian patents) uses a stainless-steel machined blank, with industrial diamonds bonded to the cutting surface. Simple to use and very effective (www.biteharder.com).

Dull traction limits a snowmobiles control and decreases an operator's reaction times. Numerous industry testing has been done to validate this, and the results are always the same, proper snowmobile traction improves safety and ultimately reduces accidents and fatalities.

Snowmobile and traction product manufacturers understand the problem. Polaris Industries is distributing **BITEHARDER's** carbide runner sharpening tool in their parts and accessories catalog, and we are in positive discussions with other OEM's to do the same. In addition, last season the majority of traction manufacturers (Woody's, Stud Boy, Mack Studs, etc.) released a pre-sharpened stud, that incorporates the same 60-degree tip that **BITEHARDER's** stud sharpening tools introduced four years ago.

BITEHARDER's only challenge over the past six years has been in educating the snowmobiling public about the benefits of our products. Our efforts through national and local magazine advertising have been very successful, but limited in their reach.

As the developer/owner of **BITEHARDER** Products, I attended the 2018 International Snowmobile Congress in Halifax, to educate congress attendees about our products, and to understand more about what is needed to improve the future of our sport. The two issues that resonated the loudest were reducing accidents/fatalities, and improving overall funding mechanisms at all levels.

With what I learned, I set out to develop a program that would help out in both these areas. **BITEHARDER's** "Better Traction - Better Trails" (BT*2) program was conceived and a pilot version was put into place during the 2018/2019 season, in both our home state of New Hampshire and the province of Ontario (see attached "Pilot Program Results" sheet).

The program details can be found on the next page. Simply stated, **BITEHARDER** partners with interested U.S. snowmobile associations and Canadian snowmobile federations, to promote the benefits of **BITEHARDER** products to your members/trail pass holders, and in return, **BITEHARDER** donates 10% of every order shipped, back to the participating state or province the order ships to. The win-win result is "Better Traction" through the use of our products, and "Better Trails" through the monies donated back. All resulting in achieving the goals of safer snowmobiling, and generating revenue, which ultimately flows down for improved trail maintenance.

Please review the attached information and feel free to contact me directly if you have any questions regarding the "Better Traction - Better Trails" program. All of us at **BITEHARDER** look forward to working with you and your team.

Thank you,



Glenn Welch
BITEHARDER Products
603.722.8968





PRESS RELEASE - SEPTEMBER 1, 2019

Glenn Welch and the team at **BITEHARDER®** have just released a new program called **"Better Traction - Better Trails"** that is sure to be a win-win for the snowmobiling industry.

Born out of the necessity for repeatable traction performance that provides better handling and safety, **BITEHARDER's** full line of carbide runner and stud sharpening tools have become widely recognized for their ability to provide riders with a simple and cost-effective method to "stay sharp" all season long.

As the developer and owner of **BITEHARDER** Products, Welch describes that he attended the 2018 International Snowmobile Congress in Halifax to understand more about what was needed in improving the future of our sport. The two issues that resonated the loudest were reducing accidents/fatalities, and improving overall funding mechanisms for better trail maintenance.

Welch says, "With what I learned at the congress, I set out to develop a program that would help to solve these issues. The result was our **"Better Traction - Better Trails"** program where 10% of all **BITEHARDER** product sales are returned directly to the participating state snowmobile association (or provincial snowmobile federation), from where the sale originates.

The win-win scenario comes in the form of snowmobilers riding on **"Better Traction"** and associations/federations having more funding for **"Better Trails"**. It could not be easier.

The program was officially released at the 2019 International Snowmobile Congress in Grand Rapids Michigan where all of the associations and federations **BITEHARDER** approached agreed to participate in the program. Welch commented, "The states and provinces recognize the safety benefits snowmobiler's get from better traction and welcome the extra monies **BITEHARDER** donates back."

Over the 2018/2019 season **BITEHARDER** tested the **"Better Traction - Better Trails"** program in their home state of New Hampshire, and in the province of Ontario, with great results. Dan Gould, Executive Director of the New Hampshire Snowmobile Association stated, "The board earmarked the monies to the trails committee." In Ontario the monies were flowed down to support better trail maintenance and operations.

Welch commented, "We are extremely excited about watching this program grow over the next few years. It will definitely be a win-win for both snowmobilers and their respective associations/federations."

To learn more about the **"Better Traction - Better Trails"** program or to purchase **BITEHARDER** products, visit them on the web at www.biteharder.com. Additional informational can also be found on **BITEHARDER's** YouTube Channel.



EXAMPLE ADVERTISEMENT



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ALL SEASON LONG

IN PARTNERSHIP WITH
THE ONTARIO
FEDERATION OF
SNOWMOBILE CLUBS

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