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Powersports: Where the rubber meets the road

When powersports enthusiasts hear the roar of an engine, they hear the call of adventure. And if adrenaline is their fuel, then rubber is their armor.

While all-terrain vehicles (ATVs) like rock crawlers, dune buggies and recreational-utility quads have a variety of uses, they all have one thing in common: the need for rock-solid reliability. And even though you can't see it, rubber forms the foundation of every ATV's performance and safety. That's why OEM's trust the design of high-quality elastomer parts to manufacturers like Soucy Baron.

Read on to discover the essential role rubber plays in off-road vehicles.



For rock-solid reliability

Whether they're used for leisure, competitions, or utility purposes, off-road vehicles often get hauled into demanding environments. From sand dunes to rocky trails to deep mud and beyond, each terrain presents its own unique challenges. For riders to be able to tackle these extreme conditions and fully immerse themselves in the experience, reliability is not just a nice-to-have—it's a need-to-have.

Impeccable vehicle design, manufacturing and maintenance are crucial. The slightest defect or failure can have disastrous results. From the parts manufacturer to the vehicle manufacturer, they all play a key role in rider safety.

The protective role of rubber in powersports vehicles



> Sealing

Sealing: Mud, water, dust and other intruders are synonymous with powersports. Elastomer acts as a robust barrier, preventing these elements from infiltrating the vulnerable areas of a machine.

In powersports vehicles that interact with water or snow, such as personal watercraft or snowmobiles, rubber gaskets ensure a perfect seal, preventing water infiltration that could damage the engine and result in accidents.

One example is the rubber sheaths that protect the electrical harnesses on ATVs. They prevent overheating by protecting them from heat sources and prevent short circuiting when plowing through water or mud.

> Thermal protection

Thermal protection: When the adventure heats up, it often means your engine components will, too. Rubber acts as a heat shield, protecting essential parts and prolonging their lifespan.

> Damping

Damping: Bumps and jumps are half the fun—but only when ATVs are built to absorb them. Thanks to its shock-absorbing properties, rubber delivers a smoother ride, while also protecting the machine's structure.

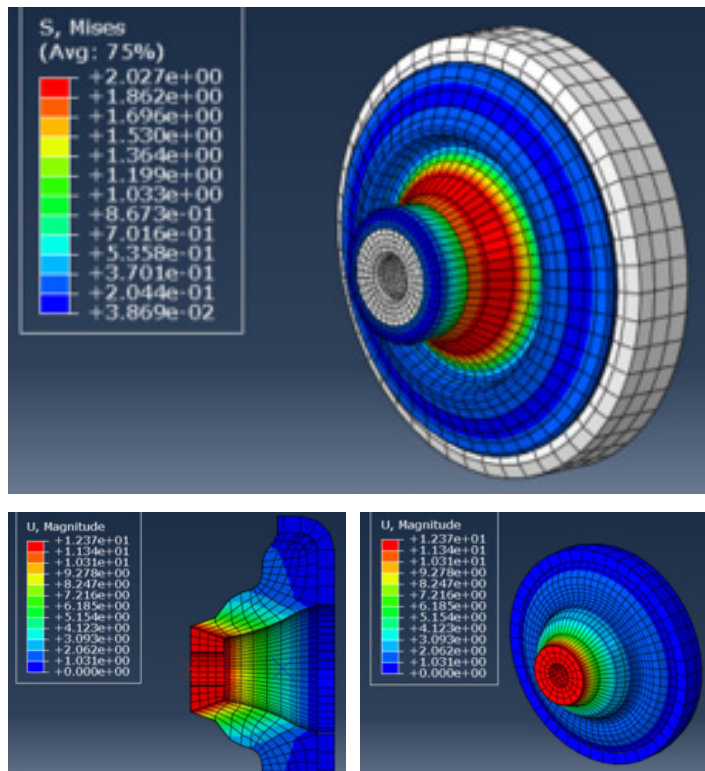
Rubber silent blocks absorb the big hits and ensure rider comfort, particularly during motocross or snowmobile competitions, where every jump is a giant send.

With its unique properties, rubber acts as the silent guardian of ATVs.

Rubber makes the ride safer

In addition to being essential to performance, rubber also plays a role in ensuring rider safety.

- **Accident prevention:** From tires to suspension systems, the grip that rubber offers is crucial to ATV stability.
- **Durability:** A reliable machine has components that are built to stand up to wear and tear. Because of its robustness, rubber means less wear on parts, and thus less maintenance.
- **Fail-safe design:** Fail-safe design is an important aspect in vehicle safety and durability. It's a mechanism designed to ensure that even if a rubber part like an anti-vibration mount does fail, it does so in a way that minimizes risk to riders, the environment, or other parts.



Soucy Baron: By the side of powersports vehicle manufacturers

International Off-Road Day is a day to celebrate passion, innovation and adventure in powersports. But at the heart of every big send and adrenaline-fuelled race is the assurance of a safe and dependable machine, largely made possible by rubber components.

As a preferred partner, Soucy Baron has worked with motor vehicle manufacturers to ensure vehicle durability and safety for more than 50 years. Our expertise guarantees ultimate performance, so riders can push their vehicles to the limits with complete confidence.

Our rubber components are specially designed to meet your and your customers' needs, ensuring the comfort and reliability of your products.

**Geared up to learn more about rubber's role in the world of powersports?
Get in touch with us today.**