

\$125,000 snow machine latest toy of the superrich

By Kyle Stock, Bloomberg

Way back in the snow-choked mountains, miles from any road, curb appeal is still a thing.

Consider the Tucker Sno-Cat. It sits on four treads, seemingly designed for a tank, that nevertheless appear to float atop fluffy snow that's swimming pools-deep. The cab is painted an industrial orange that contrasts cartoonishly against the cottony landscape. A Tucker, like all great vehicles, is a cross between a serious machine—purpose-built for a job—and a child's toy.

Demand for Tucker Sno-Cats—both new and used—is peaking, thanks to affluent landowners, classic collectors, and gearheads with a love of snow.

This year, Tucker drew almost \$600,000 in government contracts, including an order to service seven of its machines at the U.S. Marine Corps Mountain Warfare Training Center in California's Sierra Nevada.

A few months ago, a customer with a spread near Lake Tahoe ordered a Tucker in Ferrari red.

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