



PRESS RELEASE

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BRP EXTENDS ITS EVINRUDE NETWORK OF BOAT BUILDERS IN EUROPE



Participants at the Evinrude dealer event in Italy in October. © BRP 2016

Lausanne, Switzerland, November 15, 2016 – BRP (TSX:DOO) continues its Evinrude expansion by signing new agreements with renowned European boat builders Ranieri International, Ocqueteau, Lomac, Select Plaisance, Saver and T.A. Mare.

Thanks to these, BRP is able to offer a wide range of boats powered by Evinrude engines, from Rigid Inflatable Boats (RIBs) to fishing and fiber glass boats (open, cabin cruiser, sundeck and more), all suited to the European consumer's needs.

“This is a great step forward for the Evinrude brand and it demonstrates our ability to grow the business,” explained Steve Pelletier, newly appointed vice-president and regional general manager, Europe, Middle East and Africa region. “These new agreements were well received by the 39 international journalists and 155 dealers at our Evinrude dealer event in Italy, who tested the perfect match that is the new Evinrude E-TEC G2 engine with these boats. Now, we will focus on developing these agreements through co-marketing initiatives in Europe.”

The E-TEC G2 technology and the benefits it brings to consumers have been key in attracting boat builders. BRP's CEO, José Boisjoli, is committed to launching three new G2 engine platforms over the next three years. This engagement, renewed by Pelletier during the Evinrude event in Italy, will be an even stronger lever to convince the public and spread the Evinrude footprint in Europe.

BRP signed similar agreements with [ZODIAC Nautic](#) and [RIBITALY](#) in the spring.

About BRP

BRP (TSX:DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles and propulsion systems. Its portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am Spyder roadsters, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. BRP supports its line of products with a dedicated parts, accessories and clothing business. With annual sales of over CA\$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.

www.brp.com

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