



## **PRESS RELEASE**

For immediate distribution

### **BRP PROPOSES NATIONWIDE CAN-AM SPYDER DEMO TOUR**



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**Valcourt, Quebec, April 10, 2015** – BRP (TSX: DOO) is offering free demo rides across North America. The Can-Am Spyder demo tour will stop in over 150 cities across North America from now through August, providing participants with a free opportunity to test ride 2015 Can-Am Spyder models, including the new Spyder F3.

Demo rides are free and pre-registration is available. Once on site, riders will receive a formal product introduction, followed by a 30-minute demo experience. For a calendar of tour stops and to pre-register for a test ride, visit [www.CanAmSpyder.com](http://www.CanAmSpyder.com).

The 2015 Can-Am Spyder demo tour gives consumers the opportunity to experience the thrill of open-air riding. The new Can-Am Spyder F3, the latest model in the Can-Am Spyder line-up is for those who are looking for a lower riding position and centre of gravity, and a muscular design usually found in the cruiser segment. Riders will also be introduced to the first UFit system in the industry. The system provides an innovative way to adjust the riding position to fit the profile, size and preferences of the rider.

“The Can-Am Spyder F3 marks our entry into the cruising-riding segment, which represents a significant growth opportunity for our Spyder line-up,” said François Tremblay, director, Global Marketing, Can-Am Spyder. “We introduced our first Can-Am Spyder vehicles in 2007 and have since extended our line-up to attract different categories of consumers. However, after eight years in that market, we also know what people who have yet to buy a Spyder are looking for. We believe the Spyder F3 will appeal to these consumers.”

Demo tour participants will need a valid motorcycle license, with the exception of California, where only a driver's license is needed to operate a Can-Am Spyder. For those without a motorcycle license, there will be a condensed, closed-circuit riding opportunity.

The Can-Am Spyder F3 received a Red Dot design award for high design quality in March 2015. Red Dot is an international design competition based in Germany that recognizes excellence in product design.

The Can-Am Spyder line-up now includes four models to meet the desired riding experience of multiple types of riders. In addition to the Can-Am Spyder F3, the Spyder RT touring line delivers the ultimate in touring performance and comfort. The Spyder RS sport line represents the machine for the rider who has a passion for a vehicle with a sport bike riding posture. The Spyder ST sport-touring line represents the optimum combination of comfort and sportiness.

### **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\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.

[www.brp.com](http://www.brp.com)  
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