



PRESS RELEASE

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BRP RENEWS CAN-AM NASCAR SPONSORSHIP



NASCAR-inspired 2017 Can-Am Spyder F3-S vehicle. © BRP 2016

- Sponsorship renewed for the 2017 and 2018 seasons

Orlando, Florida, August 17, 2016 – [BRP's](#) (TSX:DOO) [Can-Am](#) brand will be present on the NASCAR circuit for the next two years through its collaboration with the [GoFAS](#) No.32 [NASCAR](#) Sprint Cup series racing team, in association with the [Kappa](#) and [Cyclops Gear](#) brands.

The agreement provides BRP's Can-Am brand with the opportunity to sponsor 36 races, 13 as primary sponsor.

"BRP's successful experience to date on the NASCAR circuit in 2016 has been an important asset in our North American growth plan for the Can-Am brand," said Anne Bélec, SVP Global Brand, Communications and PAC at BRP. "It has helped the brand gain greater visibility through NASCAR's millions of North American spectators annually, and get closer to our consumers and their riding communities."

The sponsorship includes four title races – the Can-Am Duel at Daytona and the Can-Am 500 in Phoenix for the NASCAR Sprint Cup series in the U.S., and the Can-Am 200 in Toronto and Les 50 tours Can-Am in Trois-Rivières on the NASCAR Pinty's circuit in Canada.

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.

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For information:

Ana Rosa Mariscal
Corporate Communications
Tel: 819.820.5499
anarosa.mariscal@brp.com

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