



PRESS RELEASE

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BRP UNVEILS 2016 CAN-AM SPYDER F3-S SPECIAL SERIES AT STURGIS MOTORCYCLE RALLY



2016 Can-Am Spyder F3-S Special Series in Triple Black. © BRP 2015

- Exclusive Triple Black coloration and graphics
- Model unveiling kicks off BRP activity at 75th Sturgis Motorcycle Rally

Sturgis, South Dakota, July 31, 2015 — BRP (TSX:DOO) presents the 2016 Can-Am Spyder F3-S Special Series in Triple Black. This is the first model to be unveiled from the 2016 Can-Am Spyder model year line-up, and it features the muscular design and cruising-riding position of the Can-Am Spyder F3, coupled with exclusive Triple Black coloration and graphics, 6-spoke black chrome front wheels and tinted low windshield.

Launched in 2015, the Can-Am Spyder F3 – recipient of the prestigious Red Dot Award for Product Design in 2015 – features a low center of gravity and performance-calibrated Vehicle Stability System that provides dynamic handling and great cornering, while ensuring unprecedented control. The Rotax 1330 ACE engine offers the power, torque, and signature exhaust note to make every journey exhilarating.

The 2016 Can-Am Spyder F3-S Special Series in Triple Black will feature the Can-Am Spyder performance-driven SE-6 transmission, and will be available in limited quantities starting in January 2016. Pricing will be available this September.

“There is no better place to unveil the first ever Can-Am Spyder F3 Special Series than here at the 75th Sturgis Motorcycle Rally,” said François Tremblay, director, Global Marketing, Can-Am Spyder. “We have a great deal of current Spyder owners here to help us celebrate, and it is a perfect opportunity to show off this eye-catching new model to such a huge crowd of motorcyclists.”

The unveiling of the 2016 Can-Am Spyder F3-S Special Series kicks off BRP's presence at the 75th Sturgis Motorcycle Rally. From Saturday, August 1, through Saturday, August 8, BRP will offer Can-Am Spyder demo rides starting at 9 a.m. Riders can experience multiple 2015 models – the Can-Am Spyder F3 (cruising), the Can-Am Spyder RT (touring), the Can-Am Spyder ST (sport touring) and the Can-Am Spyder RS (sport).

The Can-Am brand will also have a display in downtown Sturgis between Main and Lazelle streets, where there will be a Spyder F3 and other models, Spyder Specialists, giveaways, as well as free Wi-Fi and charging stations for event attendees. Attendees will also be able to enter the Open Road Adventure Contest for a chance to win a fully accessorized Spyder F3 and a trip to the dream destination of their choice, valued at \$50,000.

For more information on the Can-Am Spyder line-up, visit www.CanAmSpyder.com. To learn more about Can-Am Spyder activity at the Sturgis Motorcycle Rally, follow #RideASpyder and visit the Can-Am Spyder Facebook page.

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.

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