



PRESS RELEASE

For immediate distribution

BRP WELCOMES NEW BOARD MEMBER



Barbara Samardzich

Valcourt, Quebec, December 1, 2017 – The BRP (TSX:DOO) Board of Directors has approved the nomination of Barbara Samardzich as its newest member.

“I am happy to welcome Barbara to BRP’s Board of Directors,” said Laurent Beaudoin, Chairman of the Board of Directors.

Throughout her 26-year career with the Ford Motor Company, Barbara Samardzich held various senior leadership positions, including Ford of Europe’s Chief Operating Officer, leading a team of over 30,000 employees. Among many accomplishments at Ford, she led the development of the 2005 Mustang and helped launch the highly successful line of EcoBoost engines, demonstrating her commitment to innovation and customer-led experiences.

“Barbara’s engineering background and deep experience in manufacturing, product development and operations in the automobile industry will no doubt contribute greatly in the development of BRP’s strategy,” added Mr. Beaudoin. “Having held leadership roles within highly respected global companies during her career, her insights on BRP’s future growth will bring great value to our discussions.”

Barbara Samardzich holds Bachelor and Masters degrees in Mechanical Engineering, as well as a Masters degree in Engineering Management.

Ms. Samardzich also joins the Board of Directors’ Investment & Risk Committee.

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 off-road and Spyder vehicles, 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 CA\$4.2 billion from over 100 countries, BRP employs approximately 8,700 people worldwide.

www.brp.com
[@BRPnews](#)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

-30-

For media inquiries:

Sylvain Larocque
Senior Advisor, Media Relations
BRP
1.514.207.0033
sylvain.larocque@brp.com