



PRESS RELEASE

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BRP WINS RECORD EIGHTH NMMA INNOVATION AWARD WITH 2018 SEA-DOO GTX LIMITED WATERCRAFT



*The Sea-Doo GTX Limited won the 2018 Miami International Boat Show NMMA Innovation Award.
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Miami, FL, February 20, 2018 – BRP (TSX:DOO) won its record-setting eighth National Marine Manufacturers Association (NMMA) Innovation Award at the 2018 Miami International Boat Show for its Sea-Doo GTX Limited. The award honors manufacturers who bring new and innovative products to the boating industry. The luxury flagship GTX Limited model redefines the premium personal watercraft with extended capabilities that enhance the rider experience.

“The Sea-Doo GTX Limited was the most innovative product we saw at Miami International Boat Show this year,” said judges committee Co-Chair Zuzana Prochazka. “The combination of easy access storage, rider ergonomics, and LinQ accessories make it the ultimate adventure watercraft.”

“Sea-Doo has a rich history of innovation in design, engineering and technology, which started 50 years ago when we introduced the world’s first personal watercraft,” said Marc R. Lacroix, Global Marketing Director for Sea-Doo and Ski-Doo at BRP. “We are honored to be recognized for our 8th NMMA Innovation Award. It is a testament to our unwavering commitment to producing industry-leading innovation that allow our customers to escape the everyday.”

The revolutionary new platform on the Sea-Doo GTX Limited delivers a premium on-board experience. Ground-breaking innovation is found throughout, including three industry firsts: a cargo compartment designed for easy access from a seated position, a waterproof Bluetooth audio system, and a reconfigurable rear seat. The GTX Limited also has industry-leading stability and control for the best experience both at speed and at rest.

For more information on the award-winning Sea-Doo GTX Limited and all of the models in the 2018 lineup, visit www.sea-doo.com and follow Sea-Doo on social media via [facebook.com/seadoo](https://www.facebook.com/seadoo) and @BRPSeaDoo on Twitter and Instagram.

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.

<http://www.brp.com/>
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For Information:

Tim McKercher
Competition, Events and Media Relations
Sea-Doo Watercraft
+1.321.409.0519
tim.mckercher@brp.com

Sylvain Larocque
Senior Advisor, Media Relations
BRP
+1.450.532.6421
sylvain.larocque@brp.com

For high-resolution images, please contact [Tim McKercher](#).