



PRESS RELEASE

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BRP'S MANUFACTURING PLANTS IN MEXICO RECOGNIZED FOR ITS FAMILY-FRIENDLY POLICIES



BRP's Mario Gebetshuber, David Mora and Esperanza Mergil with the award at the Ministry of Foreign Affairs in Mexico City.

MEXICO CITY, Mexico, December 20, 2016 - BRP's three manufacturing facilities in Mexico received a **"Family Responsible Company"** award from Mexico's Ministry of Labor and Social Security (STPS). This distinction is granted to companies in Mexico that apply and promote labor policies that contribute to the development of workers in an integral way, both at work and within their family environment.

At the ceremony held on December 5, 2016 at the Ministry of Foreign Affairs in Mexico City, Social Welfare Assistant Secretary, Ignacio Rubí Salazar delivered the 2016 edition of the award and stressed the momentum to reconcile work and family, as well as favoring equal opportunities and combating workplace violence and sexual harassment.

The "Family Responsible Company" distinction is a mechanism that seeks to create awareness among the population about the importance of advancing in the construction of a more egalitarian and just society, in which all Mexicans have the same opportunities.

During the event, the director of the Office for Mexico and Cuba of the International Labor Organization (ILO), Thomas Wissing Pfeiffer, emphasized the commitment of the winners regarding family responsibility and gender equality in the workplace.

In this way, BRP continues to position itself as one of the best centers of work in Mexico, offering services and opportunities that make a difference in matters of gender equality,

prevention and combat of labor violence and sexual harassment, as well as promoting actions and policies to encourage workers to take care of their family responsibilities.

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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