



PRESS RELEASE

For immediate distribution

CAN-AM 200 ADDS TO PRESTIGE OF 2016 NASCAR LABOUR DAY WEEKEND AT CANADIAN TIRE MOTORSPORT PARK

BRP confirms primary sponsor of the #32 Go FAS Racing Canada team featuring promising driver Alex Labbé for all 11 NASCAR Pinty's Series races in Canada in 2016

TORONTO, ON. March 11, 2016 – BRP (TSX: DOO) announced today as part of the second annual Motorama Custom Car & Motorsports Expo in Toronto that it will serve as the title sponsor for the 2016 Labour Day Weekend NASCAR Pinty's Series race at Canadian Tire Motorsport Park. The race, scheduled for Sunday, September 4, 2016 will be named the **Can-Am 200**.

"We at Canadian Tire Motorsport Park are thrilled to welcome BRP as the title sponsor for our second NASCAR Pinty's Series race of the season, this Labour Day Weekend," said Ron Fellows, co-owner of CTMP. "The NASCAR Pinty's Series always put on a great race and with the season championship fight at its most critical point, the on track battles will intensify in the Can-Am 200."

BRP also took advantage of its presence at the Motorama Show to reaffirm its commitment to NASCAR racing by its primary sponsorship – through its Can-Am brand – of the #32 Go FAS Racing Canada team for all the NASCAR Pinty's Series races in Canada in 2016. BRP is also a proud partner of the #32 Go FAS Racing team in the NASCAR Sprint Cup Series in the United States.

BRP, through its association with Kappa Clothing and Cyclops Gear Cameras, is the official sponsor of the Go FAS Racing Canada team featuring 2014 ACT champion driver Alex Labbé, one of the rising stars of the Canadian NASCAR circuit. Labbé's number 32 car will be proudly sporting Can-Am's yellow and black colours.

"I'm honoured to have the support of such an important industry player as BRP as a sponsor. BRP's involvement goes well beyond branding: they're truly committed to the development of young talent. This is a true once-in-a-lifetime opportunity for me," said Alex Labbé.

"BRP and its Can-Am products are synonymous with innovation and performance in the powersports industry, values that are shared by NASCAR fans," said Louis Lévesque, vice-president, Global Marketing and Consumer Experience at BRP. "The NASCAR Pinty's series is a great platform for us to connect with our consumers and demonstrate through our Can-Am on

road and off road line up how we aimed moving people with passion and innovation, which is BRP's true DNA."

For tickets and camping, call the Canadian Tire Motorsport Park Hotline at 1-800-866-1072 (Monday to Friday from 9 am to 5 pm ET), visit online at www.canadiantiremotorsportpark.com, or email info@ctmpark.com.

About Canadian Tire Motorsport Park

Canadian Tire Motorsport Park is recognized as Canada's Home of Motorsports. The country's largest automotive facility has three tracks, the 3.957 km grand prix circuit, a 2.88 km Driver Development Centre and a 1.5 km Karting Centre.

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.

www.brp.com

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For information:

Canadian Tire Motorsport Park

Ryan Chalmers

Communications Manager

Tel.: 905-260-1711

ryan@ctmpark.com

BRP

Magali Valence

Senior Advisor, Corporate communications

Tel.: 450-521-9944

magali.valence@brp.com