



## **PRESS RELEASE**

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### **'LES 50 TOURS CAN-AM' TO HEADLINE AUGUST NASCAR WEEK-END AT THE GRAND PRIX DE TROIS-RIVIÈRES**

**MONTREAL, QC. April 12, 2016** – BRP (TSX: DOO) announced today that it will serve as the title sponsor for the August Weekend NASCAR Pinty's Series race at the Grand Prix de Trois-Rivières (GP3R). The race, scheduled for Sunday, August 14, 2016 will be named 'Les 50 Tours Can-Am'.

"In Quebec, few names can compete with the Grand Prix de Trois-Rivières when we think of passion, adrenaline and motorsports," says Dominic Fugère, general manager at GP3R. "Can-Am, owned by BRP, is one of these legendary brands. That is why we are really honoured that Can-Am agrees to lend its name to the key race of our event."

"BRP has had an important customer base in Quebec for many decades now and the Grand Prix de Trois-Rivières represents a great platform to connect with them," said Louis Lévesque, vice-president, Global Marketing and Consumer Experience at BRP. "Passion, performance and adventure are among our key motivators driving us each day and we are thrilled to meet with our consumers at GP3R and to share with them our latest innovations on our Can-Am on road and off road line up."

#### **Jeffrey Earnhardt to race in Trois-Rivières**

Go FAS Racing Canada team will have two drivers on the track sporting Can-Am's yellow and black colours at the Grand Prix de Trois-Rivières. 2014 ACT champion driver Alex Labbé, one of the rising stars of the Canadian NASCAR circuit and NASCAR Sprint Cup Series driver Jeffrey Earnhardt will both be representing the Can-Am brand at GP3R.

"The reputation of the Grand Prix de Trois-Rivières is well established as a place where drivers can hone their road course driving skills," mentioned Jeffrey Earnhardt. "I am really proud that Can-Am allows me to improve my skills on this renowned urban circuit, and to add my name to the list of my Sprint Cup colleagues Paul Menard, Casey Mears, Danica Patrick and A.J. Allmendinger. These drivers all developed through passages in the streets of Trois-Rivières."

"With the Rahals, Rosbergs, Andrettis, Unsers, Hansens and, of course, Villeneuves, great families of motorsports have always been part of the GP3R," explained Dominic Fugère. "To add the name Earnhardt to this select list, thanks to Can-Am, is an honour that makes the entire GP3R team proud."

BRP and its Can-Am brand, through its association with Kappa and Cyclops Gear, is the primary sponsor 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.

For tickets and camping, call the Grand Prix de Trois-Rivières at 1-866-416-9797 (Monday to Friday from 11 am to 6 pm ET), visit online at [www.gp3r.com](http://www.gp3r.com).

### **About Grand Prix de Trois-Rivières**

A must stop of the NASCAR Pinty's series and of the rallycross FIA World Championship presented by Monster Energy, the Grand Prix de Trois-Rivières organizes since 1967 a world class motorsport festival, in collaboration with its partners, sponsors and precious volunteers, to offer its corporate customers, government and fans of adrenaline an emotionally charged experience, vehicle of visibility and promotion for Trois-Rivières worldwide.

### **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.

[www.brp.com](http://www.brp.com)

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