



## **PRESS RELEASE**

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### **STUDENTS IMAGINE THE FUTURE WITH THE 3<sup>RD</sup> EDITION OF THE BRP DESIGN COMPETITION**



**Rovaniemi, Finland, January 18, 2018** – BRP is demonstrating its commitment towards the spirit of innovation with the third edition of its Design Competition organised in partnership with the University of Lapland in Finland and Umeå University's Institute of Design in Sweden.

Twenty-six students from the two universities have been asked to create a personal electric mobility vehicle for the year 2025. The one-person vehicle must be usable in all seasons in Nordic countries as well as be attractive, lightweight and easy to carry.

“Cutting-edge design and contemporary problem-solving are a hallmark of BRP’s success worldwide,” stated Denys Lapointe, senior vice-president of Design, Innovation and Corporate Image. “So we are especially proud of this competition that asks tomorrow’s designers to envision clever and practical mobility solutions for the future.”

A jury of experts will select the winner, who will be announced during a ceremony to be held March 28 in Rovaniemi, Finland. The winner will be awarded a prize of 2500 euros and a four-month paid internship at BRP’s Design & Innovation Centre in Valcourt, Canada to work alongside designers from a dozen different countries.

BRP produces its Lynx snowmobiles out of its factory in Rovaniemi.

### **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, the Company employs approximately 8,700 people worldwide.

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

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