



PRESS RELEASE

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BRP HARVESTS RECORD DESIGN AWARDS IN 2015



BRP's Can-Am Spyder F3 roadster received a red dot, Good Design, Good Design Australia and Good Design Japan award in 2015. © BRP 2016

- 11 design awards across Sea-Doo, Evinrude and Can-Am brands

Valcourt, QC, February 4, 2016 – BRP products were recognized with 11 design awards from four separate design organizations worldwide in 2015, a record for the company since receiving its first from Design Canada in 1984. Of special note, the Can-Am Spyder F3 roadster launched just last year has already won four prizes across three different continents, demonstrating yet again that innovation is firmly entrenched in BRP's very DNA.

"I am very proud that our products attracted the attention of so many major design organisations from all over the world, especially as we reach a new record in a single year thanks to multiple new original products across many of our brands," noted Denys Lapointe, senior vice-president, Design, Innovation and Corporate Image. "The teamwork within the Design & Innovation group and its intense collaboration with BRP's Product Development Centre, among many others, was instrumental in achieving this milestone."

The Can-Am Outlander L ATV claimed the coveted red dot award for high design excellence. The Red Dot Design Awards is a prestigious international design competition based in Germany that receives more than 17,000 entries each year from all over the world. These four awards bring our cumulative total of red dot awards to 19. The Outlander L model represented BRP's first entry into the mid-cc segment of the all-terrain vehicle category.

Launched in 2014, the Evinrude E-TEC G2 outboard engine for its part garnered three prizes, among which the Good Design award. The historic Good Design awards, the oldest and most important award program worldwide, are hosted by the Chicago Athenaeum: Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban Studies. Thousands of manufacturers from all over the world submit their products each year.

The Can-Am Spyder F3 roadster was recognized by Good Design Japan among many others in the product design industry. The new Spyder F3 introduced a muscular design, cruising-riding position and custom fit for a thrilling ride.

For its part, Good Design Australia rated the reliable Sea-Doo SAR (Search and Rescue) model highly, among others.

BRP's commitment to innovate is enduring, and as our CEO has promised new off-road models every six months for the next four years, we can expect more to come in the future.

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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-30-

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