



PRESS RELEASE

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BRP INVITES CAN-AM SPYDER OWNERS FROM ALL OVER THE WORLD TO 10TH ANNIVERSARY HOMECOMING EVENT IN 2017



Can-Am Spyder owners preparing for a group ride in Daytona, FL. © BRP 2016

- Can-Am Spyder 10th Anniversary Homecoming Event to take place in June 2017 at BRP headquarters in Valcourt, Québec
- Focus will be celebrating ten years of Can-Am Spyder lineup and recognizing/thanking owners
- Global Can-Am Spyder community has more than 100,000 owners, with more joining every day

Valcourt, Québec, June 2, 2016 – BRP (TSX:DOO) today opened online registration for what is to be a grand celebration – together with Can-Am Spyder owners – of the 10th Anniversary of the Can-Am Spyder model. Owners from all over the world are invited to attend the event, which takes place June 2-4, 2017, in Valcourt, Québec.

“The community of Can-Am Spyder owners is incredibly strong and we’re looking forward to hosting many of them at the birthplace of the Can-Am Spyder vehicle,” said Jose Boisjoli, BRP’s president and CEO. “There’s a spirit of adventure that lives in all owners, and this event is a chance to rally around that right here in our hometown.”

Homecoming activities include VIP access to the Can-Am Spyder production line, along with the newly-redesigned Museum of Ingenuity J. Armand Bombardier and BRP’s award-winning Design & Innovation Centre. There will also be a special evening and festivities to celebrate the anniversary, and most importantly, pay tribute to owners.

Additionally, since the Can-Am Spyder model is all about riding the open road, BRP is going to encourage cross-country group rides leading to Valcourt for the event. Upon arrival in Valcourt,

BRP will host rides for attendees to meet new friends and explore the area, which is in the beautiful Eastern Townships of Québec.

Registration and additional event information can be found at www.SpyderHomecoming.com. Registration is mandatory and there will be a limited number of spots available on a first-come, first-serve basis.

“Since its inception, the Can-Am Spyder has introduced more people to riding by providing the freedom of the open road together with performance and peace of mind,” said Boisjoli. “It’s a unique combination, and of the 100,000 passionate Can-Am Spyder owners around the world, nearly 25 percent are new to riding.”

BRP unveiled the first Can-Am Spyder model in 2007 with the vision of democratizing the open road. Since that time, the lineup has expanded to include models to fit all lifestyles and definitions of adventure, regardless of prior riding experience. The lineup now includes the Can-Am Spyder RT (touring), Spyder F3 (cruising) and Spyder F3-T (cruiser bagger), Spyder ST (sport touring) and Spyder RS (sport).

For more information about the Can-Am Spyder lineup, visit www.can-am.brp.com.

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

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