



## **PRESS RELEASE**

For immediate distribution

### **BRP JOINS CYCLOPS GEAR CAMERAS AND KAPPA SPORTSWEAR IN RETAIL DISTRIBUTION AND NASCAR SPONSORSHIP DEALS**

**Nashville, Tennessee, September 18, 2015** – [BRP](#) (TSX:DOO) revealed during its semi-annual dealer meeting that it concluded an agreement whereby BRP's North American dealer network will distribute four clothing collections by [Kappa](#), well-known sportswear manufacturer, as well as the CGX2 camera by [Cyclops Gear](#).

The agreement also provides BRP's Can-Am brand with the opportunity to sponsor 36 races of the [GoFAS](#) No.32 [NASCAR](#) Sprint Cup Series racing team, featuring drivers Jeffrey Earnhardt and Bobby Labonté, as well as the full 2016 season for driver Alex Labbé in the NASCAR Canadian Tire Series.

"Powersports enthusiasts are always keen to capture their adrenaline-filled moments on camera while Cyclops Gear's motto is Capture Life. An association with BRP and its Can-Am brand is then completely natural. You add to that sponsorship through a vector as powerful as NASCAR racing and Cyclops Gear suddenly has all the tools to consolidate its position in the marketplace," said Alain Lord Mounir, co-founder of Cyclops Gear,

The brand-new CGX2 action camera, loaded with features such as a 2" LCD screen, Wi-Fi capacity to be controlled with smart devices and 1080 resolution at 60 fps will be available through BRP's North American dealers' network

Kappa, a brand of BasicNet SpA (BIT:BAN), is a well-respected worldwide sports brand and possesses expertise in designing functional and technical clothing for active customers. BRP's dealerships will now offer powersports enthusiasts more riding gear variety with a BRP-exclusive Can-Am clothing line, the GoFAS Racing Team Collection, as well as Kappa-Kombat Technical and Casual Gear.

"Kappa has the skills to create stylish yet technical clothes that are appreciated by action-oriented customers throughout the world," said José Boisjoli, BRP's president and CEO. "Through this partnership, BRP's clothing line provides more choice for consumers and invites a different clientele inside our dealerships."

"BRP's Can-Am brand is the natural choice for consumers looking for performance and style. Kappa shares these values. We are convinced that through our partnership with BRP and our

NASCAR sponsorship, we will increase our brand awareness in North America, which will soon reach a similar level of recognition to the one we have elsewhere in the world,” said Lorenzo Boglione, Vice President of Worldwide Sales for Kappa.

### **BRP’S CAN-AM BRAND ENTERS NASCAR’S WORLD IN U.S. AND CANADA**

The Can-Am brand, alongside Cyclops Gear and Kappa, also becomes an official team sponsor in the NASCAR Sprint Cup Series (NSCS) and the NASCAR Canadian Tire Series (NCaTS) for 2016. Can-Am will be primary sponsor for 13 races on the [GoFAS](#) No.32 racecar in the [NASCAR](#) Sprint Cup Series and associate sponsor for a further 23 races. Not limiting its efforts to brand positioning, BRP is also working on driver development by supporting promising talents Jeffrey Earnhardt and Alex Labbé while working with veteran NSCS champion Bobby Labonté. BRP firmly believes in the development of young talents and that this combination of experience and rising talents is the foundation of a winning team.

### **About Cyclops Gear**

*Cyclops Gear* was developed with the purpose of enriching people’s lives by allowing them to record life and to share those experiences with others. Its customer base is diverse and it does not matter whether they are a professional athlete or a parent recording their child – *Cyclops Gear* provides easy to use eye ware & devices to capture these precious moments in different settings. *Cyclops Gear* is in the business of changing people’s lives for the better and to make sure they never miss capturing a precious moment again. This is the *Cyclops Gear*™ way and this is how we *Record Life*™.

### **About KAPPA**

Kappa is deeply rooted in the technical discipline of sport performance, and fused with style inspired by the passion of those that wear us. Born in Turin, Italy in 1967, Kappa now spans the globe, and multiple sport disciplines. Kappa® and its group Basic net is a global sponsor of important football, rugby, basketball, volleyball, F1, rally, ski, sailing, golf, fencing and martial arts teams as well as of many sports federations. Our signature “Omini” Logo bears the standard of performance for rigorous athletic performance, and unique style that commemorates the individuality of those that wear us.

### **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](http://www.brp.com)  
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