



PRESS RELEASE

For immediate distribution

BRP PROVIDES MORE OPPORTUNITIES FOR EVINRUDE BUYERS



BRP's new Evinrude E-TEC G2 engines continue to draw interest of top dealers and boat builders. © BRP 2015

Sturtevant, Wis., August 31, 2015 – [BRP](http://www.brp.com) (TSX:DOO) has added 15 new dealers and five boat builders in North America in the second quarter of fiscal year 2016. The impact of the award-winning [Evinrude](http://www.evinrude.com) E-TEC G2 engine continues to draw the interest of top dealers and boat builders.

“We’re very excited to carry the Evinrude line and especially the Evinrude E-TEC G2 outboard,” said Todd Royce, sales manager of [Houghton Powersports](http://www.houghtonpowersports.com), a new dealer and one of the largest in the Upper Peninsula of Michigan. “Our boating customers will definitely get to their fishing holes faster with this engine. The sleek design and low-end performance of the Evinrude E-TEC G2 engine is excellent. We’re already familiar with the industry-leading innovation of BRP products, as we carry Can-Am off-road vehicles and Ski-Doo snowmobiles. Adding the Evinrude outboard lineup is an exciting new chapter for us and our customers.”

The Evinrude E-TEC G2 engines range from 200 to 300 hp, delivering up to 20% more torque, up to 15% better fuel efficiency and up to 75% fewer total regulated emissions than leading competitive four-stroke engines*. In addition, The Evinrude E-TEC G2 offers great value backed by one of the industry’s best warranties and five years or 500 hours of no dealer-scheduled maintenance.

“Since February, we’ve signed a total of 36 new dealers and 13 OEMs in North America,” said Greg Heichelbech, vice-president, sales, Parts, Accessories and Clothing and Network Development with BRP’s Marine Propulsion Systems division. “The latest signings are evidence that the Evinrude line-up is in demand. The performance benefits of our E-TEC technology and

the addition of the Evinrude E-TEC G2 engine provide a superior choice for discerning boat owners.”

BRP received a coveted 2015 red dot design award for its Evinrude E-TEC G2 engines. BRP’s Evinrude engine line-up, from 3.5 to 300 hp, offers customers superior value across a full range of applications. Engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at www.evinrudenation.com, and follow us on Facebook at www.facebook.com/brpevinrude.

BRP’s stated objective of expanding its powersports network by 75 to 85 new dealers in fiscal year 2016, and by 200 to 300 by fiscal year 2017, does not include BRP’s Marine Propulsion Systems division. For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

** Based on BRP internal tests.*

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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