



Press Release

BRP'S SEA-DOO WATERCRAFT RIDERS CLAIM PRO OPEN AND PRO GP CLASS WORLD CHAMPIONSHIPS FOR FOURTH CONSECUTIVE YEAR

Valcourt, Québec, October 17, 2014 – BRP filled the weekend of the 2014 IJSBA World Finals with excitement, led by Sea-Doo riders Jean-Baptiste Botti and James Bushell winning the premier Pro Open and Pro GP world championships respectively.

Both riders claimed their championships on Sea-Doo RXP-X 260 models with this being Botti's first Pro Open world title and Bushell's seventh World Title in four years.

"The RXP-X T³ hull has been so good to me and has been key to winning seven World Titles*," said Bushell. "The T³ hull dynamics combined with the Ergolock system and my Sea-Doo Centre engine package allows me to maintain maximum speed around the entire track."

"BRP's 12 Pro World Titles in the last four years in the premier racing classes is a resounding statement for the Sea-Doo RXP-X 260 model," said Julie Tourville, Global Marketing Director, Sea-Doo watercraft. "Both Botti and Bushell depended on the exclusive Sea-Doo RXP-X T³ hull that allowed them to track straight through chop and lean into corners to turn tighter and faster."

The IJSBA World Finals is the largest watercraft specific event in North America where the best racers from around the globe converge to compete for World Championships. In addition to the high-caliber racing, BRP also hosted the fourth annual Sea-Doo Ultimate Owners Ride that saw a fleet of Sea-Doo watercraft owners ride from Lake Havasu to Pirate Cove Resort in Topock, CA. The activities continued Saturday with the "Under the London Bridge" night show that showcased the special Sea-Doo Bounty SPARK Challenge invitational competition. All followed by the main event, the Sea-Doo #SPARKSOMEFUN concert with internationally known music artist, TV personality, and former pro Sea-Doo watercraft racer, Vanilla Ice.

Visit the Sea-Doo brand on Facebook at www.Facebook.com/SeaDoo to view images from the 2014 IJSBA World Finals and to learn about upcoming events.

For more information on other Sea-Doo models, please consult the www.sea-doo.com website.

*James Bushell has won the 2011, 2012, 2013, and 2014 Pro GP world titles and 2011, 2012 Pro Open world titles

on a RXP-X T³ hull equipped Sea-Doo watercraft and the 2013 Pro Stock world title aboard a Sea-Doo RXP-X 260.

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 billion from 105 countries, the Company employs approximately 7,100 people worldwide.

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-30-

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