



## NEWS RELEASE



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### **Can-Am to Lend Name to Duel at Daytona During Speedweeks 2016**

*~ Powersports Leader to Sponsor 150-Mile Races Setting Field for the Daytona 500 ~*

DAYTONA BEACH, Fla. – BRP, the manufacturer of world renowned motorized recreational vehicles and engines, will serve as the title sponsor for the 150-mile qualifying races for the DAYTONA 500 at Daytona International Speedway (DIS), part of Speedweeks 2016. The races will be known as the Can-Am Duel At Daytona.

The Can-Am Duel At Daytona, scheduled for Thursday, February 18, are a pair of 150-mile qualifying races that finalize the starting line-up for the 58<sup>th</sup> annual DAYTONA 500, the prestigious NASCAR Sprint Cup Series season-opening event on Sunday, February 21. The Can-Am Duel At Daytona will feature every DAYTONA 500 entrant battling for a coveted starting spot in “The Great American Race”.

“We’re excited about developing this new partnership with BRP, the world leader in recreational vehicles,” Daytona International Speedway President Joie Chitwood III said. “With two thrilling and unpredictable 150-mile qualifying races, the Can-Am Duel At Daytona will provide a great platform for BRP to promote its Can-Am products at the ‘World Center of Racing’.”

“BRP and its Can-Am products are synonymous with innovation and performance in the powersports industry,” said Anne Bélec, senior vice-president, Global Brand and Strategy. “We feel that there’s a natural fit with NASCAR racers and their fans. Thanks to our association with Kappa, Cyclops Gear and the GoFAS race team, we are now a sponsor in the NASCAR Sprint Cup Series and the title sponsor of the Can-Am Duel, the ultimate test before the Daytona 500.”

With Can-Am ATVs, side-by-side vehicles and Spyder roadsters, BRP is carrying on a long tradition of conquests. More than 30 years ago, the world discovered the Can-Am brand through revolutionary motocross bikes and its legend and winning spirit live on – with passion and exhilaration.

The events during Speedweeks 2016 will be the first to be held at Daytona International Speedway following the completion of the \$400 million DAYTONA Rising frontstretch redevelopment project. Race fans will experience new amenities such as wider and more comfortable seats, spacious concourses, escalators and elevators, twice as many restrooms and three times as many concessions and merchandise stands.

Tickets for the Can-Am Duel At Daytona as well as other Speedweeks 2016 events are available at [www.daytonainternationalspeedway.com](http://www.daytonainternationalspeedway.com) or by calling 1-800-PITSHOP. Fans can stay

connected with Daytona International Speedway on [Twitter](#), [Facebook](#), [Pinterest](#) and [YouTube](#) for the latest news throughout the season. Fans also can follow the latest on DAYTONA Rising, the \$400 million frontstretch renovation at the "World Center of Racing" by using #DAYTONARising on Twitter or visiting [www.daytonarising.com](http://www.daytonarising.com).

### **About Daytona International Speedway**

Daytona International Speedway is the home of "The Great American Race" - the DAYTONA 500. Though the season-opening NASCAR Sprint Cup event garners most of the attention - as well as the largest audience in motorsports - the approximately 500-acre motorsports complex boasts the most diverse schedule of racing on the globe, thus earning it the title of "World Center of Racing." In addition to eight major weekends of racing activity, rarely a week goes by that the Speedway grounds are not used for events that include civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training.

### **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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