



PRESS RELEASE

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OPENING OF BRP'S NEW TRAINING INSTITUTE



BRP's new training institute expects to welcome about 500 visitors per year. © BRP 2016

Sturtevant, Wisconsin, November 17, 2016 – BRP (TSX:DOO) today marked the opening of its state-of-the-art technician training institute within its Sturtevant, Wisconsin manufacturing facility. This new institute will train dealers and their employees to maintain and repair all BRP vehicles, engines and accessories.

Alain Villemure, vice president and general manager of BRP's Marine Propulsion Systems division and Martin Soucy, vice president of its global after-sales function, participated in the ribbon-cutting ceremony before employees, media and the general public.

"BRP's seven product lines are sold in over 100 countries through 4,200 dealers," said Soucy. "We continue to implement a series of initiatives that allow BRP to remain a reference in the powersports industry worldwide. This training institute, one of five that cover our regions across five continents, is a focused investment to better equip our U.S. network to deliver an excellent customer service."

"We are grateful to the Village of Sturtevant and the Racine County Economic Development Corporation for their support in the creation of this world-class training institute that has allowed us to create and secure over 20 full-time positions. The new institute will bring around 500 visitors a year to the region," said Villemure. "The Evinrude brand has a storied relationship with South Eastern Wisconsin and BRP is excited to open up this new chapter."

Technicians from dealerships all over North and South America will be fully trained and certified on all Ski-Doo, Sea-Doo, Rotax and Can-Am products in this new institute, alongside the existing Evinrude training center.

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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