



PRESS RELEASE

For immediate release

BRP LAUNCHES ITS INTERNATIONAL DESIGN COMPETITION WITH DESIGN SCHOOLS ABOVE THE 45th PARALLEL



- 4th edition of BRP International Design Competition to encourage student creativity.
- New this year: expansion of the competition to include more design schools from areas with harsh winter climates.
- A chance to work with some of the best designers in the industry.
- First prize: 4-6-month internship at the BRP Centre for Design and Innovation in Canada.

Rovaniemi, Finland, March 21, 2019 – BRP officially launched the 4th edition of its International Design Competition during Arctic Design Week. This year, BRP is thrilled to expand the competition to include more design schools from around the world that face harsh winter conditions.

Always at the forefront of innovation, BRP and its design team are always looking at new trends and new ways of moving people. This year, the competition theme will encourage students to think about sustainable mobility solutions that can reduce the environmental footprint in the years to come.

“Continually innovating requires renewing perspectives, identifying and encouraging visionaries,” says Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services. “As a leader in industrial design and creative solutions, BRP is delighted to work with talented students from around the world through the International Design Competition.”

Participating universities

Six universities from four different countries will be part of this year's competition: The Université du Québec à Montréal (UQAM) and Humber College from Canada, the College for Creative Studies from the United States, the University of Lapland and the Lahti Institute of Design from Finland, and the Design School Kolding from Denmark.

Prizes

On January 17, 2020, BRP will announce the finalists of the competition. Each finalist will fly to Rovaniemi, Finland, the following March, for the award ceremony where the winners will receive their prizes:

- **First prize:** A paid internship of four to six months at the BRP Centre for Design and Innovation in Canada, to develop the concept to a full-size prototype.
- **Second prize:** 2,000 €
- **Third prize:** 1,000 €

“This competition is such a great opportunity to work with BRP and allows us, as students, to push the limits of our creativity,” remarked Sophie Tillema, the winner of last year's BRP International Design Competition. To find out more about Sophie's adventure with BRP, click [here](#).

BRP wishes the very best of luck to all participants and is excited to see their ideas in action.

About BRP

We are a global leader in the world of powersports vehicles and propulsion systems built on over 75 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am on- and off-road vehicles, Alumacraft and Manitou boats, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. We support our lines of product with a dedicated parts, accessories and clothing business to fully enhance your riding experience. With annual sales of CA\$4.5 billion from over 100 countries, our global workforce is made up of around 10,500 driven, resourceful people.

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