



PRESS RELEASE

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BRP RECEIVES INDUSTRY AWARD FOR ROTAX INNOVATION

Sturtevant, Wis., February 12, 2016 – BRP’s Rotax Intelligent Shift and Throttle (iST) system was recognized by the National Marine Manufacturers Association (NMMA) Innovation Award in the Jet Boat category at the 2016 Miami International Boat Show.

The game-changing iST option for Rotax jet propulsion systems brings electronic control to formerly mechanical functions. Now available on nearly all Scarab jet boat models and Chaparral Vortex models, iST allows boaters to optimize low-speed maneuverability in a variety of environmental conditions. Whether cruising, pulling, fishing or docking, the iST system gives boaters the confidence of being in full control so they can enjoy their time on the water.

“We are honored to be recognized by our peers with this innovation award,” said Krista Sparkes, vice-president of North American Sales for Marine Propulsion Systems, BRP. “Innovation is in our DNA at BRP. Our goal for the iST project was to reinvent the industry by overcoming the low-speed maneuverability compromise inherent with existing jet propulsion system designs. We delivered a feature that we believe will revolutionize marine jet propulsion. Coupled with our patented Lateral Thrust Control system, we can now offer our valued OEM partners the best consumer experience made even better.”

The Innovation Awards program, organized by the NMMA and judged by Boating Writers International (BWI), recognizes exceptionally innovative new consumer marine products that best meet the required criteria: distinctive from other current industry products, providing benefit to the marine industry and/or the consumer, practicality of use and cost-effectiveness.

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.

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For more information:

Rus Graham

603-799-2540

Rushton Gregory Communications

rgraham@rushtongregory.com

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