



PRESS RELEASE

For immediate distribution

BRP'S 2017 LYNX LINE-UP OFFERS A ONE-STOP SOLUTION FOR WINTER ADVENTURES IN EUROPE AND RUSSIA

- 4-stroke versions of the renowned Lynx Commander sled
- Lynx 69 Ranger Army Limited model, the king of untouched snowfields
- Lynx Quantum one-piece suit for quality conscious freeriders
- Completely new online experience

Hemavan, Sweden, February 29, 2016 - BRP (TSX:DOO) introduces 2017 Lynx snowmobiles and expands its offering in the crossover lineup, specifically designed for European and Russian needs. BRP is also launching its 2017 Lynx clothing and accessories collection that features innovative clothing technologies to fit extreme conditions.

BRP's Lynx Commander family expands with a completely new package, the Commander Grand Tourer model, available with Rotax 900 ACE and Rotax 1200 4-TEC 4-stroke engine options. The luxurious Commander Grand Tourer sled adds the convenience of a 4-stroke engine to the unique combination of a sport sled's ergonomics and wide-tracked sled's versatility, that all Commander snowmobiles are known for. The Rotax 900 ACE engine option is also available for the Commander package.

"The Lynx Commander sled has been one of Europe's best selling snowmobiles since its launch in 2009. It is designed for snowmobilers who need rugged versatility in variable snow conditions. The Commander Grand Tourer model pursues this heritage while introducing convenience features of a luxurious touring sled," says Jukka Jokinen, BRP's vice-president and regional general manager for Scandinavia and Eastern Europe.

BRP's Lynx Ranger line-up, consisting of long-tracked utility sleds with A-arm front suspension, gets a new member with the 69 Ranger Army Limited model. Equipped with a 600 mm wide, high profile track and powerful Rotax 800R E-TEC engine, this sled offers outstanding deep snow capability. It is designed for riders who need confidence in extreme off-trail conditions. For a super-wide tracked sled, it is impressive on trail as well.

Stay in one piece!

The 2017 Lynx clothing collection offers a complete set of riding gear for every riding style and features high quality clothing technology such as Cordura fabrics, Sympatex membrane and Primaloft insulation. One of the novelties is the Quantum one-piece suit that was developed in cooperation with professional freeriders. It gives maximum freedom in active riding and is convenient to wear. BRP's Lynx softgear collection includes everything from a merino wool base layer to packable down jacket to fashionable sportswear.

Upgraded online experience

BRP's Lynx website at brplynx.com has been completely renewed. Finding the best matching Lynx snowmobile is easy using the Help Me Choose function. The Build Your Own snowmobile

configurator, available for Finnish, Norwegian and Swedish markets, helps customize and accessorize the sled.

“Snowmobiling is a passion and daydreaming about your next ride is fascinating. Our new online experience makes this even more exciting as it let’s you play with your configuration and helps in financing calculation and contacting the dealer,” explains Jukka Jokinen. “We ride in winter, but at brplynx.com we dream all year round.”

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

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