



PRESS RELEASE

For immediate distribution

EVINRUDE RELEASES iDOCK TO REVOLUTIONIZE LOW-SPEED MANEUVERING WITH INTUITIVE, INTEGRATED AND ATTAINABLE JOYSTICK TECHNOLOGY

STURTEVANT, Wis., July 10, 2017 – BRP, a world leader in powersports, announced today the launch of a revolutionary joystick system that instills 360 degrees of confidence when docking your boat – the Evinrude iDock joystick piloting system. Available on boats with twin Evinrude E-TEC G2 150 to 300 HP engines, the new intuitive, integrated and attainable system is designed to make easy-to-use joystick technology available to more boaters.

Evinrude iDock allows users to easily maneuver their boat using a joystick for simple docking in even the toughest conditions. The joystick system lets users to side step the boat or pivot in place with control at their fingertips. Advanced aircraft gyroscope sensor technology makes iDock more intuitive to pilot by automatically compensating for wind and current. If extra power is needed to overcome wind or current, boaters can simply push the stick further into boost position to double the thrust. The simplicity of the system requires much less time to become accustomed to, thus creating a more positive first time boating experience.

A fully integrated system, Evinrude iDock connects with the existing internal hydraulic steering feature of Evinrude E-TEC G2 engines, reducing cost of parts, removing clutter on the transom and freeing up precious storage space. And, because it leverages existing E-TEC G2 architecture, installation time is minimized – iDock models follow the same installation process as Evinrude E-TEC G2 engines and typically requires less than one hour of on-the-water setup. This allows Evinrude to offer the all-new iDock system for an unheard of MSRP of \$5,999 USD for all iDock components which includes the joystick, module and hydraulic hoses.

“Our goal with the Evinrude E-TEC G2 engines was to design a platform with unlimited potential for continued technological enhancement and innovation,” said Olivier Pierini, Evinrude director of global marketing and strategic planning. “The intuitive nature of the technology will give even a novice boater immediate confidence in their ability to dock any boat equipped with Evinrude E-TEC engines easily. And by using technology that is already built into the engine, it is significantly more affordable than any other joystick system on the market. This all adds up to a level of on-the-water confidence you can’t live without.”

Evinrude E-TEC G2 iDock model engines are sold in pairs and will be available in Fall of 2017. Please see your authorized Evinrude dealer for further details.

BRP's Evinrude engine line up, from 3.5 to 300 HP, offers customers superior value across a full range of applications. The all-new Evinrude E-TEC G2 engines are now available from 150 to 300 HP. Engines are available at authorized Evinrude dealerships worldwide. Follow Evinrude on Facebook at www.facebook.com/brpevinrude.

For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

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 off-road and Spyder vehicles, 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 CA\$4.2 billion from over 100 countries, the Company employs approximately 8,700 people worldwide.

www.brp.com

[@BRPNews](#)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

-30-

For more information:

Rus Graham

603-799-2540

Rushton Gregory Communications

rgraham@rushtongregory.com

For high-resolution images, please access the Evinrude Media Site at <http://www.evinrudemedia.com>