



PRESS RELEASE

For immediate distribution

2016 EVINRUDE LINE-UP: NEW JET DRIVE OUTBOARDS



BRP's new Evinrude E-TEC jet drive outboards. © 2015

- Two all-new Evinrude E-TEC jet drive outboards in 60- and 105-hp models
- The return of the popular Evinrude E-TEC 115 H.O.
- Evinrude portable engines in a new metallic graphite color

STURTEVANT, Wis., July 29, 2015 – BRP makes additions to its award-winning Evinrude line-up for 2016, including two new E-TEC jet drive outboards and the return of the popular Evinrude E-TEC 115 H.O. These new engines add to BRP's already impressive Evinrude roster that includes the Evinrude E-TEC G2 engine, which delivers unrivalled performance, bold breakthrough design, and great value.

"We will continue to deliver the Power of Choice to boaters in 2016, as a direct response to consumer demand," said Alain Villemure, vice-president and general manager of BRP's Marine Propulsion Systems division. "These exciting additions provide our customers with even more choice and opportunity to experience the Evinrude brand."

New to the Evinrude line-up in 2016 are jet drive outboards, available in 60- and 105-hp configurations. Consumers requested this combination of the unmatched direct-injection torque and best-in-class power-to-weight ratio of E-TEC technology with excellent shallow-water performance, unprecedented maneuverability and quiet operation. This outboard line goes where no propeller can go.

Back by popular demand, the Evinrude E-TEC 115 H.O. outboard has returned to the line-up. The 115 H.O. engine delivers the signature H.O. power and performance to handle inshore and offshore hard running, all in a compact package. The engines also feature the other trademarks of E-TEC technology - clean and quiet operation, unmatched durability and reliability, superior fuel economy and low maintenance.

The compact and convenient Evinrude portable line-up, ranging from 3.5 to 15 hp, will now be offered in metallic graphite paint to better match the most popular boat designs as well as larger Evinrude E-TEC engines they are paired with.

And finally, introduced in 2015, the Evinrude E-TEC G2 engines range from 200 to 300 hp, deliver up to 20% more torque, up to 15% better fuel efficiency and up to 75% fewer total regulated emissions than leading competitive four-stroke engines*.

BRP's Evinrude engine line-up offers customers superior value across a full range of applications. Engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at www.evinrudenation.com and follow us on Facebook at www.facebook.com/brpevinrude.

* Based on BRP internal tests.

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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