



## Accessible, adaptable, and fun: Sea-Doo Switch makes waves at the Minneapolis Boat Show, wins Innovation Award

February 16, 2022

**Valcourt, Quebec, February 16, 2022** – The game-changing Sea-Doo Switch has received the 2022 Minneapolis Innovation Award in the pontoon boat category, recognizing ground-breaking new consumer marine products, during the Progressive® Insurance Minneapolis Boat Show. Organized by the National Marine Manufacturers Association (NMMA) and judged by Boating Writers International (BWI), the award singles out innovative manufacturers and suppliers in the boating industry.

"With so many families wanting to get into boating for the first time, the development of the new and affordable Sea-Doo Switch is not only great for the pontoon industry, it's huge for the entire boating industry," said Judge Brady Kay for the announcement of the winners of the [2022 Minneapolis Innovation Award](#).

"We are very excited about the Switch at BRP. It combines all the fun and spontaneity of the Sea-Doo personal watercraft with the function and versatility of a pontoon boat, it really is the best of both worlds," said Annick Lauzon, Director, Global Marketing, Sea-Doo & Ski-Doo. "I could not be prouder of all the teams that worked together to make this happen."

The Sea-Doo Switch is fully configurable, easy to drive and to dock, and a lot of fun. Starting at \$17,999 USD, the Switch opens the boating world to whole new categories of boaters. The innovative hull is a tri-toon with the center modelled after a Sea-Doo watercraft with the raised outside toons acting as stabilizing outriggers providing a fun, smooth ride.

Its name comes from the adaptability of the deck that can be configured to perfectly cater to any outing on the water. Made entirely of BRP's unique modular LinQ tiles, the deck provides a blank canvas where various seating and accessories can be arranged without any tools, at a moment's notice.

### About Innovation Awards

The Innovation Awards honor manufacturers and suppliers who bring new, innovative products for the boating industry to market. NMMA partners with [Boating Writers International](#) (BWI) to provide knowledgeable and unbiased judges. Volunteer members of BWI (including editors, staff and freelance writers) bring a thorough working knowledge of boats and boating products, as well as general marine expertise, to the judging process. Innovation Awards are presented at the [Progressive® Insurance Minneapolis Boat Show®](#) (MBS), the [Discover Boating® Miami International Boat Show®](#) (Miami) and the [International Boat Builders' Exhibition & Conference](#) (IBEX).

### About BRP

We are a global leader in the world of powersports vehicles, propulsion systems and boats 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, Manitou, Quintrex boats and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft. We complete our lines of products with a dedicated parts, accessories and apparel business to fully enhance the riding experience. With annual sales of CA\$6.0 billion from over 130 countries, our global workforce is made up of more than 14,500 driven, resourceful people.

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