



BRP AND RAVEN MOTORSPORTS TO SUPPORT FORT MCMURRAY COMMUNITY

July 12, 2016

FORT MCMURRAY, AB, July 12, 2016 /CNW Telbec/ - BRP (TSX: DOO), in solidarity with its Fort McMurray dealer Raven Motorsports, provided a \$20,000 donation to the Wood Buffalo Community Food Bank that is struggling to answer the demand as families and individuals return to their devastated communities. BRP's donation supplements Raven's own contribution of \$10,000.

The forest fire in early May has destroyed approximately 2,400 buildings and forced the evacuation of more than 80,000 residents. The Wood Buffalo Food Bank provides programs to ensure food security for all citizens. With residents returning to Fort McMurray since early June, some to homes that have been completely destroyed, the organisation has seen a fivefold increase in demand.

"We have been in regular contact with our local dealer, and we understand that the crying need is in re-entry efforts," said Bernard Guy, BRP's vice-president and regional general manager, North America. "BRP is committed to supporting its local communities. Our thoughts are with the first responders, volunteers, business and community leaders and all residents as they rebuild their communities."

"This event has not only impacted the local population, it has brought significant change to Alberta," said Richard Balan, president, RTA (Raven Truck Accessories) Holdings. "We are very proud of how our organization, vendors and partners have pulled together with the entire province to assist with the rebuilding and to help those in need."

"Our commitment to Fort McMurray and our desire to contribute helps our family continue to deal with this challenging experience, as we work to re-open our business," said Sandy and Jason Glasbergen, Local Owner Operators, Raven Motorsports.

About RTA Holdings

Since 1977, Raven Truck Accessories has been serving Western Canada with their installation and after-market needs. With locations across BC and Alberta, Raven is proud to have it all for work and play. www.raventruck.com

About Raven Motorsports

Raven Motorsports is a silver-certified dealer in BRP's Can-Am off-road vehicles, Ski-Doo snowmobiles and their respective parts, accessories and riding gear, as well as providing service. Raven Motorsports has proudly been part of the Fort McMurray market since 2003. www.raventruckandmotorsports.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 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\$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.

www.brp.com

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