



BWA BOAT AND EVINRUDE ENGINE PACKAGES NOW OFFERED

Junio 29, 2016

Lausanne, Switzerland, June 29, 2016 – BRP (TSX:DOO) has signed a pan European agreement with RIBITALY (owner of the BWA brand) to offer high end boat and Evinrude outboard packages to European boaters.

"This agreement is a fantastic lever to spur BWA dealers' interest, and reinforces our distribution channel as we want to get closer to our customers," said Fabrice Boyer, export manager at RIBITALY. "We think this partnership will contribute to increasing our network coverage both in France and in Italy."

This pre-rigging agreement enables select BWA dealers to offer premium Rigid Inflatable Boats (RIB) and Evinrude engine packages to their respective customers.

"The BRP - BWA agreement is a natural move considering the close affinity between our two brands and the values we share," said Sandy Scullion, vice-president and regional general manager for Western Europe, Middle East and Africa regions. "The emphasis on innovation, the importance of design, the focus on performance and the intent to provide customers with the best possible experience in the industry rally us under a common flag."

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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