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Cyril Chauquet, BRP's new Evinrude ambassador. © 2015

Valcourt, Québec, August 18, 2015– BRP signed world-renowned angler and notable broadcast personality Cyril Chauquet as an Evinrude ambassador in 2015. His participation further exemplifies the impact that Evinrude E-TEC G2 engines are making in the world of fishing and other water adventure.

Chauquet is the founder and host of "Wild Catch" – a fast-paced sport-fishing and adventure series that follow his remote pursuits to catch the world's biggest predator fish and explore the ties that bind fishermen across the globe. He was featured on networks such as ESPN2, DISCOVERY and NBC Sports, as well as Spanish-language networks in Mexico. He shares many years of sport-fishing experience while educating his audience on new species, new countries and promoting conservation.

"I love the new Evinrude E-TEC G2 engine for its performance and stylish design, and because it is the cleanest outboard engine in the world," Chauquet said. "My friends and fans who have purchased and used this engine say the same thing. I'm happy to be part of a world-class leader in innovation and I look forward to a long relationship with BRP's Evinrude brand."

Chauquet, who will serve as an Evinrude brand ambassador on his excursions across the globe, broadcasts "Wild Catch" to English- and French-speaking fans around the world and will join BRP's elite Evinrude roster of professional anglers and TV personalities. As an Evinrude ambassador, Cyril will make personal appearances at various events such as the *Salon du Bateau à flot* in Montréal on September 11 and 12, 2015, in addition to sharing his expert fishing tips and techniques exclusively from Evinrude-powered boats beginning in November 2015.

"Cyril is a great fit with the Evinrude brand," said Alain Villemure, vice-president and general manager of BRP's Marine Propulsion Systems division. "He truly embodies what sport fishing is about – excitement, adventure and conservation. His passion and dedication to the sport is inspiring, and he aligns himself with those who share these same values. When BRP launched the Evinrude E-TEC G2 outboard engine, Cyril immediately recognized the important role this engine will play in furthering the sport of fishing and pushing the marine industry into the future. He'll carry that message to fishing enthusiasts worldwide."

The Evinrude E-TEC G2 engines range from 200 to 300 hp and 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 received a coveted 2015 red dot design award for its G2 engines.

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.

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