



CAN-AM: OFFICIAL SPONSOR OF 'BALLISTIC' BJ BALDWIN

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"Ballistic" BJ Baldwin with his new Can-Am Maverick X ds Turbo side-by-side vehicle. © BRP 2015

- Off-road racing champion to put to the test the new 131-hp Can-Am Maverick X ds 1000R Turbo side-by-side vehicle

Valcourt, Québec, Canada, June 15, 2015– BRP (TSX:DOO) reinforces its performance leadership in the off-road powersports industry by collaborating with motorsports athlete, YouTube sensation and *Recoil* video series icon "Ballistic" BJ Baldwin.

The seven-time national off-road racing and multi-time S.C.O.R.E. champion will partner with BRP on several activities featuring the Maverick X ds 1000R Turbo vehicle, now available with an unprecedented 131 horsepower, making it the side-by-side vehicle of choice for enthusiasts.

"I'm impressed by the superior performance, handling and agility of the new Maverick X ds 1000R Turbo model, said Baldwin. "I'm really pleased to be partnering with a passionate and innovative company like BRP, a leader within its field that mirrors our commitment to performance. I'm looking forward to logging lots of seat time in the industry's most powerful side-by-side vehicle!"

"BJ Baldwin is the epitome of a performance enthusiast and the Can-Am Maverick X ds 1000R Turbo model is the industry's most powerful side-by-side vehicle, so this collaboration is a natural fit," said Philippe Normand, director, Global Marketing, Can-Am Off-Road. "Baldwin's entertaining and dynamic production will showcase the true capabilities and industry-leading appeal of the Can-Am Maverick X ds 1000R Turbo model for hard-core off-road enthusiasts."

Visit www.can-am.brp.com for the first exclusive video of BJ Baldwin with his new Can-Am Maverick X ds 1000R Turbo side-by-side vehicle.

About BJ Baldwin

BJ Baldwin and Baldwin Motorsports are among the winningest off-road racing teams of all time. With seven class championships and back-to-back Baja 1000 overall victories, BJ is the favorite every time he gets behind the wheel of his 900-horsepower Trophy Truck. However, more than just a racing team, BJ Baldwin and Baldwin Motorsports created one of the internet's newest viral video franchises. With more than 18 million views, the *Recoil* video series is among the Internet's most watched videos. Always pushing the performance envelope both on and off the track, BJ Baldwin and Baldwin Motorsports are the class of the field and set the bar for motorsports programs worldwide.

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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