



BRP'S EVINRUDE DEALER NETWORK EXPANDS

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STURTEVANT, WI, May 26, 2015 /CNW/ - BRP (TSX: DOO) continues to expand its Evinrude network with the addition of 21 new North American dealers and eight North American boat builders during the first quarter of fiscal year 2016, a clear sign of the excitement surrounding the Evinrude brand and the all new Evinrude E-TEC G2 engines.

"The performance we've observed from our Evinrude E-TEC G2-rigged boats has been impressive," said Bill Draper, operations manager of The Boat Broker, one of the latest dealers to join BRP's Evinrude portfolio. "The ability to color-match the engine panels to the boats is catching the attention of our customers, and that's good for everyone."

The Evinrude E-TEC G2 engines range from 200 hp to 300 hp, delivering 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*. In addition, the Evinrude E-TEC G2 engine offers great value backed by one of the industry's best warranties and five years or 500 hours of no dealer-scheduled maintenance.

"The steady growth of the Evinrude brand provides more dealers and boat builders with the ability to rig with our game-changing Evinrude E-TEC G2 engines," said Alain Villemure, vice-president and general manager of BRP's Marine Propulsion Systems division. "The network growth is a testament to the impact this engine has made in our industry. Our new dealer and OEM partners will ensure that the Evinrude E-TEC and E-TEC G2 line-ups will be available on even more transoms in 2015."

BRP's stated objective of expanding its powersports network by 75 to 85 new dealers in fiscal year 2016, and by 200 to 300 by fiscal year 2017, does not include BRP's Marine Propulsion Systems division. For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

BRP's Evinrude engine line-up from 3.5 hp to 300 hp offers customers superior value across a full range of applications. 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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