



BRP DISRUPTS THE POWERSPORTS INDUSTRY WITH ITS ALL-NEW THREE-WHEEL VEHICLE, THE CAN-AM RYKER, AND ENHANCES THE SEA-DOO AND OFFROAD EXPERIENCE

September 10, 2018



The 2019 Can-Am Ryker, the Sea-Doo FISH PRO and the All-New Maverick Sport MAX vehicle. © BRP 2018

Denver, Colorado, September 10, 2018 – BRP (TSX:DOO) once again disrupts the powersports industry by introducing the all-new Can-Am Ryker model, arguably the easiest-to-ride 3-wheel vehicle ever created, both in terms of driving and pricing.

BRP enhances the riding experience for Sea-Doo and off-road riders by launching a new, specialized Sea-Doo model purpose-built for fishermen, the FISH PRO, and an all-new Can-Am Maverick Sport MAX.

These innovations were unveiled during the company's three-day event in Denver, Colorado, attended by thousands of BRP dealers from all over the world. They reaffirm BRP's unshakable commitment to providing as many people possible with exceptional experiences and access to powersports adventures across all landscapes.

"We are extremely proud of the products from the 2019 lineup. In particular, we know that the Can-Am Ryker will increase the accessibility of 3-wheel vehicles and will open new market segments by allowing people to discover the thrill of riding the open road," says BRP's President and Chief Executive Officer, José Boisjoli. "The 2019 lineup reflects our unwavering dedication to enhancing our riders' experience and adventures. It's an honour to take them with us along for the ride, be it on the open road or on an outing with family and friends, making memories for a lifetime."

Can-Am Ryker: Super Accessible

The Can-Am Ryker is an entirely new model in the Can-Am On-Road vehicle lineup, which now includes both the Can-Am Ryker and Can-Am Spyder model families. The Can-Am Ryker is designed to bring the on-road experience to as many people possible by shattering the accessibility barrier with ease of riding and low purchase price. The Can-Am Ryker is arguably the easiest-to-ride 3-wheel vehicle ever created. It has an automatic transmission so riders don't need to change gears, it's the twist-and-go!

"Our research has shown that thousands more people around the world would be willing to consider riding on three wheels if it were more affordable," said Josée Perreault, Senior Vice-President, Can-Am On-Road at BRP. "The Can-Am Ryker tackles that barrier head-on with no compromises – it's highly sophisticated and has a long list of innovative features and technology...plus it looks great and is a hell of a lot of fun to ride!"

Sea-Doo FISH PRO, Making Fishing Fun and Easier

The 2019 Sea-Doo FISH PRO is the first and only true Personal Watercraft (PWC) built specifically from the factory for fishing. The FISH PRO has a long list of innovative features, including a Garmin® Navigation and Fish Finder, making it the ideal watercraft for anglers looking for an unfair advantage when pursuing the ultimate trophy catch in any conditions.

"Recreational fishing is one of the top practiced activities in the world," said Bernard Guy, BRP Senior Vice-President, Global Product Strategy. "And while it grows in popularity, more and more people are discovering the benefits of fishing from a PWC. The FISH PRO is a perfect choice, combining the capability they need with the versatility to be used as a recreational watercraft."

Among the many benefits the Sea-Doo FISH PRO offers, PWC and fishing enthusiasts will enjoy the ease of access to fishing spots, from shallow freshwater to deep sea offshore, its accessibility, due to its lower purchase price and operating costs in comparison with other fishing vessels, its comfort and stability.

Maverick Sport MAX, Designed for Family Adventures

The Can-Am Maverick Sport MAX DPS 1000R delivers riding excitement for up to four riders in a daring, precise and confident package. The versatile performance side-by-side vehicle is especially attuned for trails, improves the overall riding experience, supplies optimal performance and reduces cockpit noise. The designs and functions allow more comfort and roominess for four riders.

"The new Can-Am Maverick Sport MAX vehicle is designed for performance-driving enthusiasts who enjoy conquering off-road challenges alongside their friends and family," said Guy. "We continue to advance Can-Am ownership by equipping our vehicles with functional designs, superior ergonomics and specialty features to stand out against the competition."

Can-Am also unveiled three specialty vehicles driven by the enthusiasts. The new Maverick Sport X rc side-by-side vehicle comes factory-equipped for rock-crawling with a wider stance, higher clearance and added interior and exterior protection for operation in harsh environments. The inclusion of Smart-Lok® with ROCK mode, high-grade FOX shocks, arched A-arms and larger tires provide exceptional maneuverability when the going gets rough.

Learn more about the 2019 Can-Am Off-Road lineup [here](#)

Learn more about the 2019 Sea-Doo lineup [here](#)

Learn more about the 2019 Can-Am On-Road lineup [here](#)

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**Smart-Lok was developed in conjunction with TEAM Industries, a market leader in the drive train industry.*

About BRP

We are a global leader in the world of powersports vehicles and propulsion systems built on over 75 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am on- and off-road vehicles, Alumacraft and Manitou boats, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. We support our lines of product with a dedicated parts, accessories

and clothing business to fully enhance your riding experience. With annual sales of CA\$4.5 billion from over 100 countries, our global workforce is made up of around 10,350 driven, resourceful people.

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