



PRESS RELEASE

For immediate distribution

Ski-Doo Announces the Return of the Snow PASS Program, Reinforcing Commitment to Responsible Riding and the Future of Snowmobiling



Ski-Doo Snow PASS program in action with Clubs and volunteers.

Valcourt, Quebec, April 1, 2026 — Ski-Doo, iconic brand of BRP Inc. (TSX/NASDAQ: DOO), along with its strong dealer network, is proud to reignite its commitment to the snowmobiling community with the return of the **Ski-Doo Snow PASS Program**, a grant initiative dedicated to **Protecting, Accessing, Sustaining, and Supporting** the places and people that make winter playgrounds possible.

“We recognize the countless hours local clubs and volunteers dedicate to making our sport possible. They maintain trails, support continued access, and protect the playgrounds we all enjoy,” stated David Baker, Vice President and General Manager, Powersports, North America at BRP. “As an industry leader, BRP has a responsibility to help protect and sustain those playgrounds. That’s why we’re proud to introduce the SNOW P.A.S.S. program for the next season, providing direct financial support to local clubs and trail organizations.”

Since its introduction, Snow PASS has delivered **more than CAD \$1.2 million in funding** and helped bring **over 240 community-led projects** to life across North America. These projects continue to enhance trail systems, improve access, and ensure hundreds of thousands of riders can explore the snow safely and responsibly.

2026–27 Funding Opportunities

For the upcoming season, **eligible national, provincial, state, and local nonprofit clubs or community organizations** can apply for grants of up to **\$5,000*** to support initiatives that:

- Protect, maintain, or expand access to riding areas



- Improve trail infrastructure, grooming, and signage
- Strengthen club revitalization and volunteer engagement
- Increase accessibility and welcome new riders into the sport

**In their local currency.*

Applications Open Now

Applications will be accepted online from **April 1 through July 31, 2026**, with funding decisions announced by September 15, 2026. Organizations with previously submitted but unfunded proposals are encouraged to apply again.

How to Apply

Applications can be submitted through the following regional links starting April 1st, 2026:

- **Canada (English):** ski-doo.com/ca/en/snow-pass-grant-program.html
- **Canada (French):** ski-doo.com/ca/fr/programme-de-financement-pass.html
- **United States:** ski-doo.com/us/en/snow-pass-grant-program.html

Supporting a Safer, More Sustainable Future

Through initiatives like Snow PASS, Ski-Doo continues to lead efforts to protect winter access and the long-term health of the sport. This initiative also reflects BRP's broader commitment to responsible riding and preserving access to the outdoors for future generations through its [Responsible Rider program](#), which promotes safe riding behaviors, environmental stewardship, and respect for local communities.

By supporting clubs, improving trail infrastructure, and expanding access, Ski-Doo brings these responsible riding principles to life, ensuring snowmobiling remains safe, fun, and accessible, today and for decades to come.

About BRP

BRP Inc. is a global leader in the world of powersports products and powertrains, built on over 80 years of ingenuity, innovation, and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on- and off-road vehicles, Quintrex boats as well as Rotax engines for karts, recreational aircraft and jet boats, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its product lines with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Headquartered in Quebec, Canada, BRP had annual sales of CA\$8.4 billion from over 110 countries and employed close to 17,000 driven, resourceful people as of January 31, 2026.



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