



## BRP SETS NEW PERFORMANCE NORMS WITH THE 2016 CAN-AM OFF-ROAD MODELS

June 3, 2015

BRP sets new performance norms with the 2016 Can-Am off-road models



New Can-Am Maverick X ds 1000R Turbo © BRP 2015

New Can-Am Maverick X ds 1000R Turbo © BRP 2015

- Three new class-leading Rotax ATV engines
- More power to the Can-Am Maverick X ds 1000R Turbo
- New specialty vehicles for hunters and mud riders

VALCOURT, QC, June 3, 2015 /CNW Telbec/ - BRP (TSX: DOO) asserts itself as the off-road performance leader by delivering more of what consumers have been asking for: three new class-leading Rotax ATV engines, increased to 131 hp the flagship Can-Am Maverick X ds 1000R Turbo, and new specialized models for the 2016 Can-Am off-road line-up.

"BRP aims to remain the performance leader of the global off-road industry," said Anne Bélec, senior vice-president, Global Brand, Strategy and Information Systems. "We offer our customers the latest engine technologies and industry-leading power in all ATV segments and a more powerful Rotax 1000R Turbo engine in the Maverick, Maverick X ds and new X rs side-by-side vehicles. More than ever, our customers can experience the ultimate ride and the latest technologies in the industry."

Rotax engineers optimized and upgraded three of the signature ATV engines: the 570, the 850 and the 1000R. With significant power and torque gains, the new engines offer Can-Am off-road vehicles a clear advantage over the competition.

The new Maverick 1000R Turbo model, the most affordable factory-installed turbocharged side-by-side vehicle in the industry, along with the Maverick X ds 1000R Turbo and new Maverick X rs 1000R Turbo models are the most powerful in the industry. These models raise the performance bar with greater torque and an unprecedented 131 horsepower for an impeccable combination of power and handling.

Along with the additional performance, BRP expands its Can-Am off-road family with specialty vehicles. The Outlander L X mr 570 ATV makes mud riding more affordable than ever. The new Mossy Oak Hunting Edition vehicles, featuring the Mossy Oak Break-Up Country camo pattern, and an array of specialized accessories, will thrill hunters everywhere.

"We have received a great deal of media attention, dealer and consumer praise following our recent product launches, especially with the Maverick X ds Turbo side-by-side and affordable Outlander L all-terrain vehicles," said Chris Dawson, vice-president and general manager, Global Sales and Consumer Experience division. "We are confident our new Can-Am off-road products, upgraded Rotax engines and specialty packages will continue to win over even more off-road consumers."

**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](http://www.brp.com)

[@BRPnews](#)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder, Outlander, Renegade, Maverick, Commander, X and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

**For a high-resolution image, please access the BRP Media Centre [here](#) and sign in with the following credentials:**

**Username:** media.brp

**Password:** brpimages

SOURCE BRP