



Calling All Outdoor Lovers! BRP In Search of Chief of Adventure for Recently Launched Uncharted Society

July 8, 2021

Contractor position will embark on an all-expenses paid (plus a \$50k salary!), six-month, cross-country road trip to experience all of the incredible Uncharted Society adventures and capture epic content.



Valcourt, Quebec, Canada, July 8, 2021 – BRP (TSX: DOO; NASDAQ: DOOO) today announced that it will be hiring their first ever Chief of Adventure, a dream job that will take a select candidate to all of the incredible [Uncharted Society](#) experiences across the United States. For six months, the new Chief of Adventure will travel to each Uncharted Society location (on a road trip of their planning!) in an RV provided by BRP. They will engage with local outfitters, guests, media, and the BRP team to celebrate all that is the ultimate in outdoor adventure.

“We are thrilled to begin the search for our new Chief of Adventure,” said Simon Cazalais, Director of Uncharted Society at BRP. “We are focused on providing our customers and guests with unforgettable experiences, and we can’t wait to grant the newest member of the team the ultimate experience of a lifetime.”

Launched last summer, Uncharted Society offers more than 40 expertly curated experiences using BRP powersports vehicles in the United States. From the Grand Canyon, Zion National Park, the Gulf of Mexico, the Rockies, Joshua Tree, and many more, the unique experiences take place in bucket-list destinations around the country. Guests of Uncharted Society engage in packaged experiences on Sea-Doo personal watercraft, Can-Am Off-Road and On-road vehicles, and Ski-Doo snowmobiles, giving them the ability to own the moment without having to own the ride. By making these experiences accessible, easy and affordable, BRP aims to increase access to BRP vehicles, introducing a new generation to the thrill of powersports.

Ideal candidates will have a passion for adventure and the outdoors and are eager to live the Uncharted life. They are confident with photo, video, and media work, ideally with an audience of their own to share content with. Beyond living the Uncharted life, they will also truly embody it, representing the brand at each location with enthusiasm, energy, a sociable nature and insatiable desire to try new things. The chosen Chief of Adventure will also be able to bring a plus one along, as BRP knows adventures are best shared with good company.

To learn more, visit the Uncharted Society [website](#). Or, apply to the Chief of Adventure position by sending your resume to: chiefofadventure@brp.com before July 21.

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[About BRP](#)

We are a global leader in the world of powersports vehicles, propulsion systems and boats, 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, Manitou, Quintrex, boats and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft. We complete our lines of products with a dedicated parts, accessories and apparel business to fully enhance the riding experience. With annual sales of CA\$6.0 billion from over 130 countries, our global workforce is made up of more than 14,500 driven, resourceful people.

www.brp.com
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