BRP WELCOMES TWO NEW MEMBERS TO ITS MANAGEMENT COMMITTEE

September 29, 2016

Valcourt, Québec, September 29, 2016 –BRP (TSX:DOO) welcomes two new members to its Management Committee following the reorganization of the functions of Global Brand, Marketing and Communications, the Parts, Accessories and Clothing (PAC) division, and the creation of a Can-Am Spyder vehicle business unit.

As of October 24, Anne-Marie LaBerge will be joining BRP's Management Committee as senior vice-president, Global Brands, Marketing and Communications. Ms. LaBerge will report to José Boisjoli, BRP's president and chief executive officer.

In addition, Josée Perreault will join the team on October 17 as senior vice-president, Spyder. She will report to Mr. Boisjoli and will be fully responsible for managing the line of Can-Am Spyder vehicles worldwide. BRP is thus creating an exclusive business unit that will handle all aspects of Can-Am Spyder vehicle commercialization.

"I'm delighted to welcome Anne-Marie LaBerge and Josée Perreault, two highly qualified and effective managers, to the BRP management team. I am certain that this reorganization will result in many synergies and greater operating efficiencies at both the global and regional levels," said Mr. Boisjoli.

Anne-Marie LaBerge started her career in 1996 at TELUS, a world leader in telecommunications, where she held several senior management positions, including vice-president, Brand and Marketing Communications, until May 2016. In 2011, she was named Marketer of the Year by Strategy Magazine and was also honoured as a winner of the Québec Women in Business - Major Corporation award. Ms. LaBerge sits on the Board of Directors of Imvescor.

Josée Perreault has over 23 years of experience in the international wholesale and retail business within the consumer goods industry. She served as senior vice-president of World Business for Oakley from 2010 to 2015. She joined Oakley in 1994 as general manager of the Montreal (Canada) subsidiary. Ms. Perreault subsequently held numerous positions worldwide within Oakley, in the Paris office and in Zurich as regional vice-president, Europe, Middle East and Asia. She is currently a member of the Board of Directors of Lumenpulse Inc. and WSP Parsons Brinckerhoff.

Lastly, Sandy Scullion, vice-president and general manager, Global Sales and Customer Experience will take over management of all PAC activities in addition to his current duties.

This reorganization has led to the departure of Anne Bélec, vice-president, Global Brand, Communications and PAC. "I wish to thank Anne for her contribution over the past several years and wish her every success in her career," added Mr. Boisjoli.

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$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.
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