



BRP TO ANNOUNCE NEW EVINRUDE LINE-UP TO EVEN MORE DEALERS

June 23, 2016

STURTEVANT, WI, June 23, 2016 /CNW/ - BRP (TSX:DOO) announced today that its latest Evinrude E-TEC G2 innovations will be revealed from June 25 to 27, 2016 in Milwaukee, Wisconsin to its entire dealer and OEM network, including 15 new dealers and two OEMs in the last quarter.

"Our sights are clearly set on substantial growth," said Alain Villemure, BRP's senior vice president and general manager, Marine Propulsion Systems division. "From Ole Evinrude's invention of the outboard engine in 1909 to its re-invention with the Evinrude E-TEC G2 engine in 2014, BRP's Evinrude brand has been synonymous with innovation. We are extremely proud of this heritage and will continue to build upon the legacy with accelerated product introductions in the near future."

The launch of the Evinrude E-TEC G2 engine marked a new era in outboard engines. BRP engineers used advanced computer modelling of the moment of combustion to maximize performance resulting in up to 20% more torque, up to 15% better fuel economy and up to 75% fewer total regulated emissions*. In addition, the engine boasts an industry-leading warranty and maintenance schedule that sets the standard for ease of ownership by only requiring dealer-scheduled maintenance every 5 years or 500 hours.

Recognized for innovation, the Evinrude E-TEC G2 engines have won prestigious design awards from Good Design, Good Design Australia and Red Dot Design Awards, as well as the National Marine Manufacturers Association (NMMA) Innovation Award at the 2015 Miami International Boat Show.

BRP's Evinrude engine line-up, from 3.5 to 300 HP, offers customers superior value across a full range of applications. Engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at www.evinrudenation.com and follow us on Facebook at www.facebook.com/brpevinrude.

For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

*Based on BRP internal testing.

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.

www.brp.com

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