



2017 CAN-AM OFF-ROAD LINEUP OPTIMIZED FOR PERFORMANCE, SPECIALIZED USE AND VALUE

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canam

The 2017 Can-Am Off-Road ATV and side-by-side vehicle lineup includes more specialized packages, excellent value and improved performance. © BRP 2016

- Optimized lineup addresses specific category needs
- Enhanced performance attributes across all models
- Most affordable Outlander ATV ever starting at \$5,999 USD
- Maverick SSV lineup starting now at \$15,699 USD

VALCOURT, QC, June 1, 2016 /PRNewswire/ - BRP (TSX: DOO) introduced today its most complete lineup of Can-Am Off-Road vehicles to date. The 2017 Can-Am ATV and side-by-side lineup features new models with more specialized packages and enhanced performance, along with multiple new entry-level options, further solidifying Can-Am leadership in the industry.

"We've optimized the 2017 Can-Am Off-Road lineup to benefit both our dealer network and customers," said Anne Bélec, SVP Global Brand, Communications and PAC at BRP. "This includes introducing more specialized vehicles to the portfolio while at the same time scaling back in some areas. These changes reflect our commitment to expand the Can-Am Off-Road lineup while staying true to our brand DNA, which is grounded in performance and innovation."

3 new side-by-side models for 2017

First, Can-Am developed in close collaboration with expert hunters, is an all-new Can-Am Defender Mossy Oak Hunting Edition that features a purpose-built, industry-exclusive, hunting-ready package with exclusive Mossy Oak Break-Up Country camo. This new package, along with the 2017 Defender MAX family unveiled in March, gives Can-Am a better footprint in the hunting segment of the industry.

Additionally, Can-Am further cements itself as an industry leader in the side-by-side mud segment with an all-new, four-person Can-Am Maverick MAX X mr 1000R side-by-side vehicle built to outperform in even the most demanding settings. Also new as a new point-of-entry into the Maverick lineup in the 60-inch family is the Maverick xc 1000R side-by-side vehicle, which is offered starting at \$15,699 USD.

The 2017 Can-Am ATV lineup

Outlander and Outlander L side-by-side models are now unified under the Outlander name, creating one family that offers the most horsepower in the industry in every engine class. The 2017 Outlander 450 ATV starts at just \$5,999 USD, making it the most affordable Outlander vehicle ever. Also new are the Outlander XT 570 and Outlander MAX XT 570 models, which are the most equipped mid-size ATVs on the market for the price. Rounding out the changes is a new Outlander 6x6 DPS 650 model as the new point-of-entry price in the 6x6 ATV category.

Other notable changes in the Can-Am ATV lineup include the addition of a Can-Am Renegade X mr 570 vehicle, purpose-built for mud, and an Outlander Mossy Oak Hunting Edition 1000R ATV. The Mossy Oak Hunting Edition is the flagship Can-Am ATV for hunters with its superior performance, capability and camouflage design. The Can-Am DS 70 ATV also returns the lineup and is suitable for riders six years of age and older.

To bolster Can-Am Off-Road performance in 2017, all-new FOX Podium QS3 shocks come standard on nine Can-Am side-by-side vehicles and four Can-Am ATVs. Additionally, the Maverick Turbo vehicle now shares the successful technologies of its CVT with Quick Response System (QRS) with the new Maverick X mr and new Maverick MAX X mr side-by-side vehicles. All Can-Am Commander and Maverick side-by-side models also come with a new front sway bar for 2017.

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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Magali Valence, Corporate Communications, Tel: 450.532.6155, magali.valence@brp.com; Jerrod Kelley, Media and Public Relations, Can-Am, Tel: 320.760.3330, jerrod.kelley@brp.com