



## BRP INAUGURATES ITS THIRD MANUFACTURING FACILITY IN MEXICO

April 6, 2016



BRP's second facility in Juárez, and third in Mexico. © BRP 2016

CIUDAD JUÁREZ, Mexico, April 6, 2016 /CNW Telbec/ - BRP inaugurates today its new manufacturing facility in Juárez, Mexico that provides the company with the capacity to meet its growth plans in the off-road industry.

"BRP is committed to introducing a new side-by-side model every six months over the next four years. This state-of-the-art facility, operated by a strong team of employees with excellent knowledge of our processes and values, will support us in meeting that objective," said José Boisjoli, president and CEO. "The facility is central to achieving the growth, agility and Lean enterprise objectives of our strategic plan."

The Can-Am Defender side-by-side vehicle, launched in September 2015, is assembled in this facility. This model is BRP's entry into the utility segment, the largest and fastest-growing of the off-road industry, which represents an important growth vector for the company.

"I would like to highlight the collaboration and support of the governments of Juárez and Chihuahua, which were instrumental in the construction of this new facility," said Sylvain Blanchette, vice-president of operations for Mexico and Canada. "BRP has always had excellent relations with local government in Juárez and we are very grateful to them for that."

BRP now assembles vehicles and engines across three sites in Mexico. It is recognized as an employer of choice in Mexico thanks to its competitive wages, salaries and benefits. BRP has invested nearly 14,290 million Mexican pesos (CA\$190M) in Mexico since it started operations here in 2001.

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

[@BRPnews](https://twitter.com/BRPnews)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder, Defender 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](#) and sign in with the following credentials:

**Username:** media.brp

**Password:** brpimages

SOURCE BRP Inc.