



BRP ADDS A TOTAL OF 72 NEW EVINRUDE DEALERS IN FY2016

March 14, 2016

Sturtevant, Wisconsin, March 14, 2016 – BRP, a world leader in the powersports industry, continues its expansion of the Evinrude sales network by signing 20 new Evinrude dealers in the final quarter of fiscal 2016. This brings the yearly total to 72 new North American dealers partnered with BRP in 2016, a clear indication of the excitement surrounding the Evinrude brand and the continued momentum of its industry-leading Evinrude E-TEC G2 engines.

During the past fiscal year, BRP added 16 premium OEM boat builders to its portfolio. This acclaimed group of builders includes Fairline Florida, Everglades, Cobalt, and Sea Pro Boats and each builder has signed agreements with BRP to supply its Evinrude E-TEC outboard engines.

Consumers considering the purchase of any of these industry-leading boat brands will have the power to choose any one of the award-winning Evinrude E-TEC or Evinrude E-TEC G2 engines. Every Evinrude E-TEC G2 engine delivers unrivalled power and performance, best-in-class fuel efficiency, produces up to 75% fewer total regulated emissions*, and an industry-leading maintenance schedule that sets the standard for ease of ownership by only requiring dealer-scheduled maintenance every 5 years or 500 hours.

"With an increasing number of marine partners embracing our award-winning Evinrude engines, we're excited to see more people being exposed to the unmatched benefits our product has to offer," said Krista Sparkes, vice-president Sales, North America, Marine Propulsion Systems division. "Between the rich heritage of the Evinrude brand and the newly re-designed Evinrude E-TEC G2 outboard, more and more boat builders and dealers agree that the E-TEC engine is exactly what customers want, and they are choosing to partner with us to deliver a world-class experience. We are thrilled to continue to welcome new faces to the BRP family."

BRP's stated objective of expanding its powersports network by 75 to 85 new dealers in fiscal year 2016 does not include BRP's Marine Propulsion Systems division.

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. To become part of the online Evinrude community or follow the brand on Facebook, visit www.evinrudenation.com and www.facebook.com/brpevinrude, respectively.

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

*Based on BRP internal tests.

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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\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.

www.brp.com

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