



MEDIA CONVOCATION - BRP

March 10, 2016

TORONTO, March 10, 2016 /CNW/ -

SUBJECT: BRP, and its Can-Am brand, Go FAS Racing Canada and Canadian Tire Motorsport Park are inviting media members for the unveiling of a few important announcements for stock-car racing in Canada.

WILL BE PRESENT:

Mr. Louis Lévesque
Vice-President, Global Marketing and Consumer Experience at BRP
Mr. Ron Fellows
Auto racing icon and co-owner of Canadian Tire Motorsport Park
Mr. Alain Lord Mounir
Owner, Go FAS Racing Canada
Mr. Alex Labbé
Promising stock car driver

DATE : Friday, March 11th, 2016
2:00PM

LOCATION : NASCAR Booth
Motorama Custom Car and Motorsports Expo
International Center - Halls 1,2 & 4
6900 Airport Road
Mississauga, (Ontario)

INTERVIEWS/PHOTOS/VIDEO :

All attending participants named in this invitation will be available for individual interviews after the formal portion of the press conference. Please confirm your attendance and send any particular requests to magali.valence@brp.com.

SOURCE BRP