



BRP CONTINUES ITS EVINRUDE DEALER NETWORK EXPANSION

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Marine Engine Manufacturer Adds 19 New Dealers in Third Quarter of FY16

STURTEVANT, WI, Dec. 9, 2015 /CNW Telbec/ - BRP (TSX:DOO) has added 19 new Evinrude dealers and four boat builders in its North American network in the third quarter of fiscal year 2016. The performance and breakthrough design of the award-winning Evinrude E-TEC G2 engine, as well as the entire Evinrude product line, continues to draw interest from the world's top dealers and boat builders.

"We're excited to be able to offer our customers the power and customizability of the Evinrude E-TEC G2 engines," said Jeff Junker, general manager, Wher-Rena Boatland in North Carolina, U.S., one of the leading dealers in the North American market. "The Evinrude E-TEC G2 outboard is not only the best performing and most fuel efficient engine on the market, but it has garnered praise for its bold, breakthrough design and stylish good looks. Gone are the days when an outboard was an ugly, but necessary add-on at the transom. Including the Evinrude outboard line-up in our current portfolio offers our customers a superior choice in outboard engine technology."

The Evinrude E-TEC G2 engines range from 200 to 300 HP, delivering up to 20% more torque, up to 15% better fuel efficiency and up to 75% fewer total regulated emissions than leading competitive four-stroke engines*. In addition, the Evinrude E-TEC G2 offers great value, backed by one of the industry's best warranties and five years or 500 hours of no dealer-scheduled maintenance.

"So far this year, we've signed a total of 55 new dealers and 17 OEMs in North America," said Alain Villemure, vice-president and general manager of BRP's Marine Propulsion Systems division. "These new dealers and boat builders are just the latest to join our ever-growing network. The performance benefits of our E-TEC technology provide our dealers with a superior choice for their discerning customers."

BRP received a coveted 2015 Red Dot Design Award for its Evinrude E-TEC G2 engines. The annual award is an international product and communication design prize, awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. 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.

BRP's stated objective of expanding its powersports network by 75 to 85 new dealers in fiscal year 2016, and by 200 to 300 by fiscal year 2017, does not include BRP's Marine Propulsion Systems division. For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

* Based on BRP internal tests.

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

www.brp.com

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