CAN-AM UNVEILS AN EXCLUSIVE RACE-INSPIRED SPYDER F3 TURBO CONCEPT AT DAYTONA INTERNATIONAL SPEEDWAY

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NASCAR Sprint Cup Series Driver Jeffrey Earnhardt Sits on the Recently-Unveiled Can-Am Spyder F3 Turbo Concept Vehicle

- Unique 150-horsepower turbocharged concept vehicle features cutting-edge Rotax technology and SPORT mode for controlled rear tire drifts
- Designed as a tribute to NASCAR while celebrating BRP's heritage of innovation
- Unveiled leading into BRP's title sponsorship of Can-Am Duel At Daytona; kicks off season-long Can-Am NASCAR sponsorship activity

DAYTONA BEACH, FL, Feb. 18, 2016 /CNW Telbec/ - BRP (TSX:DOO) distinguishes itself again by unveiling a turbocharged Can-Am Spyder concept vehicle at Daytona International Speedway's newly redesigned motorsports stadium leading into the 2016 Can-Am Duel At Daytona. Inspired by the Speedway's racing heritage, this exclusive concept vehicle reiterates BRP's renowned legacy of innovation.

(Photo: http://photos.prnewswire.com/prnh/20160218/335008)

"It's a privilege to welcome BRP to the Daytona International Speedway family with its Can-Am brand," said Joie Chitwood III, Daytona International Speedway President. "Can-Am is a great brand to have here with us to kick off the NASCAR season and Daytona even helped inspire a concept vehicle which we unveiled here today for all our fans to see."

This vehicle, powered by a Rotax 1330 cc turbocharged and intercooled engine, goes from 0-60 mph (0-100 km/h) in 4.3 seconds and does a quarter-mile (0.4 km) in 12.3 seconds. It also features SPORT mode that allows for controlled rear tire drifts. With this concept – which is not planned for production – BRP's Can-Am brand brings its excitement, performance and innovative technology to NASCAR fans.

"BRP's Rotax engineers challenged themselves to develop a turbo version of the Can-Am Spyder F3 engine, which resulted in this high-performance vehicle. Our team then fine-tuned everything to unleash its potential," said Rénald Plante, director, Can-Am Spyder engineering. "This concept showcases the advantages of a Y-frame design, such as a lower center of gravity, the ability to drift and superb tire grip during aggressive cornering."

"As a first-year sponsor in NASCAR, BRP is injecting its rich heritage of powersports design and innovation into race culture," said Anne Bélec, senior vice-president, Global Brand, PAC and Information Systems. "This sponsorship is a great opportunity for us to share our line-up of Can-Am on- and off-road models with NASCAR fans, whose values of excellence echo ours."

The Can-Am brand is the entitlement sponsor of the Can-Am Duel At Daytona, as well as the
Can-Am 500 in Phoenix in November. Additionally, in association with Kappa Clothing and Cyclops Gear Cameras, BRP is a primary sponsor of the #32 GoFAS NASCAR Sprint Cup Series racing team featuring drivers Jeffrey Earnhardt and Bobby Labonte, as well as Alex Labbé in the NASCAR Pinty's Series in Canada.

BRP will display its full line of innovation-driven Can-Am products, including the turbocharged Can-Am Spyder concept, as well as Can-Am ATVs, side-by-side vehicles and Can-Am Spyder roadsters at track Midway areas throughout the season, including Daytona International Speedway. Area BRP dealers will also host events where fans can see the latest models.

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.

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About Daytona International Speedway
Daytona International Speedway is the home of "The Great American Race" - the DAYTONA 500. Though the season-opening NASCAR Sprint Cup event garners most of the attention - as well as the largest audience in motorsports - the approximately 500-acre motorsports complex boasts the most diverse schedule of racing on the globe, thus earning it the title of "World Center of Racing." In addition to eight major weekends of racing activity, the Speedway will host the inaugural Country 500 – The Great American Music Fest at DAYTONA over Memorial Day Weekend in 2016. Rarely a week goes by that the Speedway grounds are not used for events that include civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training.

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