



## DEVIN SUPER TRAMP SPARKS SOME FUN WITH BRP IN NEW SEA-DOO VIDEO

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BRP and YouTube filmmaking sensation Devin Super Tramp share the dream of owning a Sea-Doo watercraft to watersports enthusiasts © BRP 2015

**Valcourt, Québec, Canada, June 17, 2015** – BRP (TSX:DOO) and its Sea-Doo brand have united with Devin Super Tramp, Sea-Doo X-Team riders and NIKE wakeskate athletes in a [new video](#) to feature the ease and fun of owning a Sea-Doo watercraft.

This new video is an extension of an integrated campaign that incorporates experiential and digital marketing, the innovative #SPARKSOMEFUN marketing campaign. The 2014 Sea-Doo Spark marketing campaign garnered awards like the AAF 4<sup>th</sup> District ADDY<sup>1</sup>, the Neptune Award<sup>2</sup> and was a finalist for the Effie Awards<sup>3</sup>, all of which recognize marketing excellence.

"Last year, the Sea-Doo [watercraft video](#) created with Devin Super Tramp generated over 1.3 million views. Devin reinvented action videography for a new generation. Similarly, BRP has re-sparked the watercraft industry by bringing new people into the sport with the Sea-Doo Spark," stated Julie Tourville, global marketing director, Sea-Doo watercraft. "This new video showcases how easily anyone can SPARK SOME FUN with their own Sea-Doo watercraft and become part of the Sea-Doo family."

The Sea-Doo Spark watercraft features a nimble, compact design that offers a refreshing way to enjoy a day on the water. As the most affordable watercraft on the market, the Sea-Doo Spark model is allowing a new generation of owners to realize their dreams of owning a Sea-Doo watercraft.

### 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](http://www.brp.com)  
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<sup>1</sup> The American Advertising Federation (AAF) recognizes and rewards the creative spirit of excellence in the art of advertising – BRP/Sea-Doo Miami takeover, "mau5 riders" won the 4<sup>th</sup> district (Florida & Caribbean) Gold Addy for Non-traditional advertising.

<sup>2</sup> The Marine Marketers of America recognizes marketing excellence in the marine industry – BRP/Sea-Doo was awarded Best Event Marketing/Sales Promotion for the Sea-Doo #SPARKSOMEFUN Test Ride Tour.

<sup>3</sup> The Effie award recognizes organizations championing the practice of marketing effectiveness. BRP/Sea-Doo was a finalist in the categories of Leisure and Recreation and Renaissance

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