



BRP BOARD ANNOUNCES NORMAL COURSE ISSUER BID

March 27, 2015

BRP Board announces normal course issuer bid

VALCOURT, QC, March 27, 2015 /CNW Telbec/ - BRP Inc. (TSX: DOO) announced today that its Board of Directors has authorized a normal course issuer bid to purchase for cancellation up to 3,703,442 subordinate voting shares over the twelve-month period commencing on March 31, 2015 and ending no later than March 30, 2016, representing approximately 10% of the public float of 37,034,421 subordinate voting shares as at March 25, 2015. As at March 25, 2015, 39,352,736 subordinate voting shares were issued and outstanding.

The normal course issuer bid will be conducted through the facilities of the Toronto Stock Exchange (the "**TSX**") or alternative trading systems, if eligible, and will conform to their regulations. Purchases under the normal course issuer bid will be made by means of open market transactions or such other means as the TSX or a securities regulatory authority may permit, including pre-arranged crosses, exempt offers and private agreements under an issuer bid exemption order issued by a securities regulatory authority.

Under TSX rules, BRP will be allowed to purchase daily, through the facilities of the TSX, a maximum of 20,209 subordinate voting shares representing 25% of the average daily trading volume, as calculated per the TSX rules for the most recently completed six calendar months. In addition, BRP may make, once per week, a block purchase (as such term is defined in the TSX Company Manual) of subordinate voting shares not directly or indirectly owned by insiders of BRP, in accordance with TSX rules. The subordinate voting shares purchased pursuant to the normal course issuer bid will be cancelled.

The price to be paid by BRP for any subordinate voting share will be the market price at the time of acquisition, plus brokerage fees, or such other price as the TSX may permit. In the event that BRP purchases subordinate voting shares by pre-arranged crosses, exempt offers, block purchases or private agreements, the purchase price of the subordinate voting shares may be, and will be in the case of purchases by private agreements, at a discount to the market price of the subordinate voting shares at the time of the acquisition.

BRP has not purchased any of its subordinate voting shares within the past 12 months. The Board of Directors of BRP believes that the purchase by BRP of its subordinate voting shares could represent an appropriate and desirable use of its available cash to increase shareholder value.

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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