



BRP ADDS A TOTAL OF 78 NEW EVINRUDE DEALERS IN 2014

February 10, 2015

BRP adds a total of 78 new Evinrude dealers in 2014

STURTEVANT, WI, Feb. 10, 2015 (Canada NewsWire via COMTEX) --BRP continues to expand its Evinrude sales network in the marine industry, having signed 12 new dealers during the final quarter of 2014. A total of 78 new North American dealers partnered with BRP in 2014, a clear indication of the excitement surrounding the new Evinrude E-TEC G2 engines.

During this same time period, BRP added 20 premium OEM boat builders to its partner portfolio. In the past year, market-leading manufacturers such as Champion Boats, Cape Horn, Kingfisher, Tidewater and Scout have signed supply agreements with BRP for its Evinrude products. The expansion in partners brings the power of choice to more consumers in the U.S. and Canada.

"We currently sell other BRP products, and we're already familiar with the quality and innovation of their products," said Josh Fields, general manager of West Orlando Powersports & Marine. "We knew it would be beneficial for us and our customers to offer the Evinrude line of outboard engines. Consumers are looking to match their high-end boats with a visually appealing motor. The Evinrude E-TEC G2 outboard offers aesthetics and performance that create the striking boat packages our customers demand."

In addition to the new Evinrude E-TEC G2 outboard engine, consumers will have the power to choose any one of the industry-leading Evinrude E-TEC engines, all with similar benefits but for different boating applications. Every Evinrude E-TEC engine delivers unrivalled power and performance, best-in-class fuel efficiency, and an industry-leading maintenance schedule that sets the standard for ease of ownership by only requiring dealer-scheduled maintenance every 5 years or 500 hours.

"BRP introduced a new era of outboards with the launch of the Evinrude E-TEC G2 engine. The value of this technology becomes clear when more and more boat manufacturers and dealers agree to align with BRP," said Alain Villemure, vice-president and general manager of BRP's Marine Propulsion Systems division. "More and more industry observers are recognizing that the Evinrude E-TEC G2 engine is the outboard of the future."

BRP's stated objective of expanding its powersports network by 65 to 75 new dealers in fiscal year 2015, 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.

BRP's Evinrude engine line-up, from 3.5 to 300 horsepower, 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.

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 billion from 105 countries, the Company employs approximately 7,100 people worldwide.

[@BRPnews](http://www.brp.com)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder, E-TEC, G2 and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

SOURCE BRP

To view this news release in HTML formatting, please use the following URL: <http://www.newswire.ca/en/releases/archive/February2015/10/c5214.html>

SOURCE: BRP

Johanne Denault, Manager, Corporate Communications, Tel: 450.532.5173,
johanne.denault@brp.com; For product information: Julie Ferris, Tel: 414-227-1533,
jferris@c-k.com