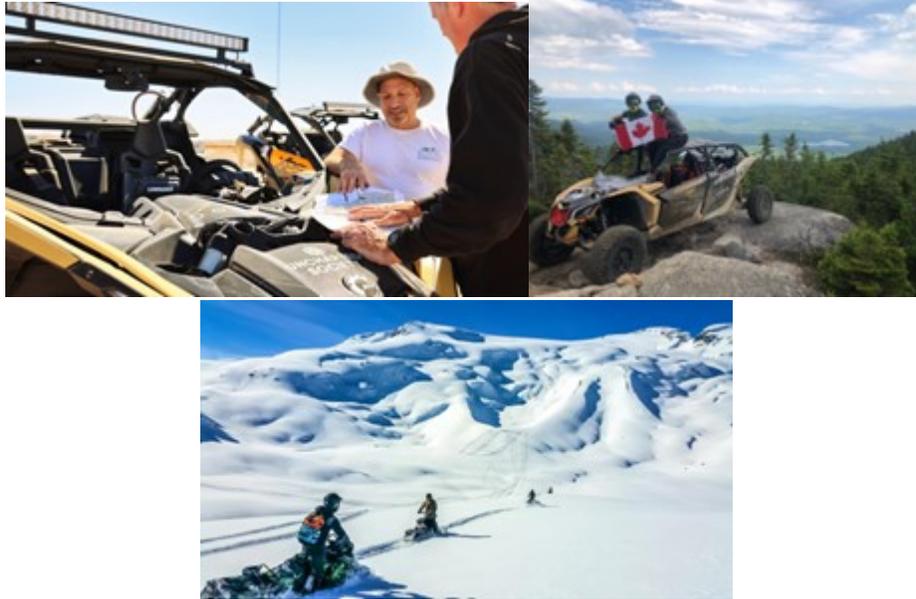




## BRP INTRODUCES UNCHARTED SOCIETY IN CANADA

September 20, 2022

*Allowing adventure seekers to discover the country through unexplored paths and transformative powersports experiences*



*Uncharted Society offers unique outdoor adventures all-year round across Canada*

**Valcourt, Quebec, September 20, 2022** – BRP Inc. (TSX:DOO; NASDAQ:DOOO) is proud to announce that [Uncharted Society](#), a global network of BRP certified experience outfitters, is officially launching its activities across Canada. Building on its strong presence and success in the United States, Uncharted Society now unlocks unique adventures to experience the unexplored and push all adventure seekers beyond their comfort zone in Canada. With a network of now more than 140 experiences and 100 certified outfitters worldwide, Uncharted Society offers experiences for all skill and ability levels on state of the art Can-Am vehicles, Ski-Doo snowmobiles and Sea-Doo watercraft and pontoons.

"Uncharted Society unlocks the thrill of the adventure on land, water, snow or road, all year-round, in a worry-free and safe environment thanks to our trusted outfitters," says Simon Cazalais, Director, Global Marketing Strategy & Innovation. "For over 3 years, we've been working with some of the best outfitters out there to reimagine powersports adventure and what they can offer to consumers. This year, we are bringing it to Canada and we couldn't be more proud to introduce the concept in our home country. Ultimately, we hope to roll out Uncharted Society around the world by adding more breathtaking destinations!"

Uncharted Society offers self-guided and guided powersports adventures to explore some of the most beautiful places imaginable in Canada, from crystal blue waters to mountain peaks and dense forests. Adventurers will ride top-of-the-line BRP products and head out on a lifetime journey at their own pace or with a local outfitter, providing detailed insights on the region being visited. From a multi-day adventure to a multi-hour rental, consumers are the leaders of their adventure. There is nothing like it!

### **Taking advantage of the beautiful fall season**

Uncharted Society offers the ultimate Can-Am experience ranging from exploring beautiful valleys to searching for breathtakingly beautiful landscapes during the colourful Canadian fall season. Admire alpine waterfalls with [Toby Creek Adventures](#) in Panorama, BC, or discover the beauty of [Charlevoix's countryside during the foliage season](#) in Quebec. The Can-Am adventures allow everyone to reconnect with their inner child and feel the exhilaration of nature.

### **Exploring the unique Canadian winter**

Uncharted Society allows everyone to discover why winter is the most anticipated season for all Ski-Doo enthusiasts! The adventures highlight the beauty of Canada's wild snow, whether you go ride British Columbia's beautiful backcountry with [Broken Boundaries](#) or Quebec's endless trails with [Nord Expé](#).

### **Getting ready for next summer with fun on the water**

Whether it is to rediscover Vancouver with [Vancouver Water Adventures](#), or to explore Montreal from a new angle with [Aventures WetSet Mtl](#), glide over magnificent turquoise waters or venture into big waves, Uncharted Society offers fun and memorable adventures on the water.

Families, friends or any adventure enthusiast can already reserve their adventure for fall, winter or even next summer on the [Uncharted Society](#) website.

For adventure inspirations, follow Uncharted Society on Instagram and Facebook.

IG: @UnchartedSociety

FB: @UnchartedSociety

#### **About BRP**

We are a global leader in the world of powersports products, propulsion systems and boats built on 80 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Alumacraft and Quintrex boats, Manitou pontoons and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft. We complete our lines of products with a dedicated parts, accessories and apparel portfolio to fully enhance the riding experience. With annual sales of CA\$7.6 billion from over 120 countries, our global workforce includes close to 20,000 driven, resourceful people.

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

[@BRPNews](#)

Ski-Doo, Lynx, Sea-Doo, Can-Am, Rotax, Alumacraft, Manitou, Quintrex, and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

-30-

#### **For media enquiries:**

Biliana Necheva

Media Relations

[media@brp.com](mailto:media@brp.com)