BRP'S CAN-AM MAVERICK X3 VEHICLE WINS THE 2018 DAKAR RALLY

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Can-Am Maverick X3 vehicle shines in its first time participating in Dakar with a victory from Reinaldo Varela's crew supported by South Racing Can-Am

Valcourt, Quebec, January 22, 2018 – Pride is justifiably high at BRP (TSX:DOO) with the resounding victory of South Racing Can-Am drivers Reinaldo Varela and Gustavo Gugelmin from Brazil in the side-by-side (SxS) class of the 40th edition of the Dakar Rally in South America.

The winners piloted the award-winning Can-Am Maverick X3 vehicle, which made a remarkable entry in the world's toughest and biggest rally.

"This amazing victory achieved in very difficult conditions shows how BRP's unrelenting focus on innovation gives birth to best-in-class products," said Anne-Marie LaBerge, senior vice-president, Global Brands and Communication. "For us, racing is an exciting testing ground to create the best possible experience for our consumers."

The Varela-Gugelmin crew completed the Dakar Rally in 72 hours, 44 minutes and 6 seconds, almost an hour ahead of its closest competitor. Another South Racing Can-Am crew, composed of Leonel Larrauri and Fernando Imperatrice, won the final stage Saturday in Córdoba, Argentina. Juan Carlos Uribe Ramos and Javier Uribe Godoy from the Can-Am Peru team also had a great race until they had to drop out, two days before the arrival.

"To have the Can-Am Maverick X3 vehicle win the side-by-side class in its first ever attempt in Dakar, the world's most difficult race, is outstanding," noted Olivier Camus, Director of Global Product Strategy at Can-Am. "It's a clear demonstration that we have an industry-leading platform that will allow consumers and racers alike conquer the most challenging terrain imaginable."

Introduced in August 2016, the Can-Am Maverick X3 vehicle had a stellar first year on the racing circuit, winning three major championships in North America as well as several races elsewhere in the world. Last fall, BRP once more expanded the Can-Am Maverick X3 family by introducing a value-driven model, the 900 HO, and a mud-ready package.

For more information about Can-Am off-road products and the Can-Am racing program, please visit canamoffroad.com. For more information about South Racing Can-Am, please visit southracing-canam.com.

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 off-road and Spyder vehicles, 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 CA$4.2 billion from over 100 countries, the Company employs approximately 8,700 people worldwide.
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