



JOSÉ BOISJOLI NAMED CEO OF THE YEAR 2017 BY LES AFFAIRES

December 6, 2017



Valcourt, Quebec, December 6, 2017—José Boisjoli, who has led BRP since the end of 2003, was named "CEO of the Year" by Les Affaires, a Canadian business newspaper.

"Innovation is one of BRP's main strengths. So long as the company continues along this path, it will be able to set itself apart and gain market share," said Nicolas Chevalier, portfolio manager with investment firm Pembroke and member of the CEO of the Year jury.

"BRP's leader has done a lot to improve the company's positioning," added Mr. Chevalier. "BRP's wide product offering, in an industry that relies on consumer discretionary spending, makes it less vulnerable than its competitors to blips in the economy."

For José Boisjoli, this prestigious award is not so much a personal recognition as it is a reflection of the excellent work accomplished everyday by the BRP team.

"Innovation, the ability to perform, and the desire to go further in order to provide our customers with exceptional experiences are qualities that define BRP and constitute our common strength," emphasized Mr. Boisjoli. "Our BRP employees worldwide contribute to the company's growth. I am proud to be able to count on such a fantastic team every day."

Under José Boisjoli's leadership, BRP's annual revenues grew to CA\$4.2 billion in FY 2017 from CA\$2.9 billion in FY 2013, a 44% increase. Since BRP went public in May 2013, the company's market capitalization has more than doubled to CA\$5.4 billion.

In 2014, José was named Quebec's Entrepreneur of the Year by EY.

You can read the article [here](#) (in French).