



PRESS RELEASE

For immediate distribution

BRP EXPANDS NEW ERA OF OUTBOARD ENGINES TO NEW POWER RANGE



Evinrude E-TEC G2 new model line-up

Sturtevant, Wis., June 27, 2016 – BRP (TSX:DOO) announced today the release of the next generation of Evinrude E-TEC G2 models with horsepower ranging from 150 to 200, the E-TEC G2 150, 150 H.O., 175 and 200. Building on the success of the 200 High Output (H.O.) to 300 horsepower models launched in 2014, the introduction of the new mid-range models will bring a new era of outboard engines to even more boaters.

Combining thrilling performance with the most intelligent design and the cleanest outboard engine combustion technology available, the new Evinrude E-TEC G2 models deliver up to 30% more torque, up to 15% better fuel efficiency, and up to 75% fewer total regulated emissions compared to leading four-stroke outboard engines. Available this summer at BRP dealers, the new models will also feature a distinctive, customizable look that allows consumers to perfectly match their boat.

“Our Evinrude E-TEC G2 technology is now the benchmark for outboard engines,” said Alain Villemure, vice-president and general manager of BRP’s Marine Propulsion Systems division. “By expanding this award-winning product line to lower horsepower models, now even more consumers can benefit from the industry-leading performance of Evinrude E-TEC G2. From bass to pontoon, center console to aluminum fishing, freshwater to saltwater, the revolution is here.”

Available with integrated Dynamic Power Steering and i-Trim, Evinrude’s intelligent trim system, the new G2 models deliver confident handling and optimal performance at any speed or in any sea conditions. Incorporating steering mechanisms into the mid-section of the engines also simplifies rigging for a cleaner transom. A 20-inch TRAC+ midsection on the 150HP models with i-Trim is also available for boaters that want a lighter package without integrated power steering.

With no required break-in period and featuring standard push-button automatic winterization, the E-TEC G2 product line is one of the easiest engines to own and is covered by an unparalleled warranty – five-years including corrosion with no dealer-scheduled maintenance for five years or 500 hours. E-TEC G2 engines are the first and only completely customizable outboards and new for this year, now available in Mossy Oak and Ice Blue.

BRP dealers and boat builders from around the world and members of the media were given the opportunity to find out more about this new revolution in the outboard industry as well as test-ride the new line-up during a dealer conference held in Milwaukee, Wisconsin (US) this weekend. The integration of sustainability criteria in the organization of the conference will allow this major event to be certified as a BRP sustainable event.

In addition to the new G2 engine line up, Evinrude also expanded the 2017 product year line by introducing two 60 H.O. models available in 20-inch and 25-inch configurations. These models offer consumers best-in-class performance in the 60 horsepower range and are a perfect fit for most applications where additional performance is desired, including aluminum fishing, multi-species, pontoon, bay and flats boats. The Evinrude E-TEC outboards, 60 H.O. models feature three years or 300 hours with no dealer-scheduled maintenance.

BRP's Evinrude engine line up, from 3.5 to 300 HP, offers customers superior value across a full range of applications. The new engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at www.evinrudenation.com and follow Evinrude on Facebook at www.facebook.com/brpevinrude.

For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

BRP US Inc.

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 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 over CA\$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.

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