



## CAN-AM JOINS PERFORMANCE ICON KEN BLOCK

December 23, 2015

CAN-AM joins performance icon Ken Block



Ken Block celebrates the newest additions to his Hoonigan fleet: a Can-Am Maverick MAX X rs 1000R Turbo side-by-side vehicle and a Ski-Doo Summit X snowmobile. © BRP 2015

- Gymkhana viral video mogul becomes Can-Am brand ambassador
- Can-Am / Ski-Doo vehicles now official part of Block's Hoonigan lifestyle

**Valcourt, Québec, Canada, December 23, 2015** – BRP (TSX:DOO) has a new agreement with "Gymkhana" [viral video star](#) and racing icon, Ken Block. The agreement between the two high-octane brands will bolster the [Can-Am](#) authority in the off-road powersports and performance enthusiast industries.

Block, who is a talented World Rally Championship racer, X Games medalist and viral video trailblazer, is now an official ambassador for the Can-Am brand. Block and his Hoonigan team are joining with BRP to highlight the performance capabilities of the Can-Am Maverick side-by-side vehicle.

Block and BRP's Can-Am brand will each feature heart-pounding content across their numerous platforms. Follow [@CanAmOfficial](#) on Instagram, [Can-Am Off-Road](#) on Facebook, as well as [Ken Block](#) on Facebook and [@kblock43](#) on [Twitter](#) and [Instagram](#).

"Ken Block is the essence of an action-sports athlete and marketer, having proven himself on the race track and as an enthusiast brand extraordinaire," said Marc-André Dubois, director, Global Marketing, Can-Am Off-Road. "His entertaining nature, video feats and jaw-dropping driving skills all speak directly to the core of those passionate about performance, a quality that remains a fundamental pillar for the Can-Am brand."

"I'm really stoked about my new deal with BRP," said Block. "I live a very active outdoor lifestyle at home in Park City, Utah, and being able to add awesome recreational products like the Can-Am Maverick MAX X rs 1000R Turbo vehicle to my fleet is going to get me outside with my family even more. There's so much awesome terrain to explore out here and to be able to do so in a fun side-by-side with my kids tagging along? That's just going to let us make a lot of great memories together. I can't wait!"

For more information about Ken Block, visit [www.hooniganracing.com](http://www.hooniganracing.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 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\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.  
[www.brp.com](http://www.brp.com)  
[@BRPnews](https://twitter.com/BRPnews)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder, Maverick, Summit, X 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 BRP information:**

Valerie Bridger  
Senior Advisor, Communications  
Tel: 450.532.5107  
[valerie.bridger@brp.com](mailto:valerie.bridger@brp.com)

**For Can-Am product information:**

Jerrold Kelley  
PR & Media, Can-Am Off-Road  
Tel: 320-760-3330  
[jerrod.kelley@brp.com](mailto:jerrod.kelley@brp.com)

**For Ken Block / Hoonigan information:**

Matt Tuccillo  
Senior Director, Brand and Marketing  
Hoonigan Racing Division  
Tel: 917-626-6031  
[matt@hooniganracing.com](mailto:matt@hooniganracing.com)

For a high-resolution image, please access the [BRP Media Centre](#) and sign in with the following credentials:

Username: media.brp

Password: brpimages