



## CAN-AM SIGNS ON AS TITLE SPONSOR OF INAUGURAL GRAND PRIX ROYALE IN AUSTIN, TX

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CAN-AM signs on as title sponsor of inaugural Grand Prix Royale in Austin, TX



The Can-Am Spyder F3-S will be provided by BRP © BRP 2015

- Grand Prix Royale Charity Auction to bring international attention and fundraising efforts to benefit local Austin schools

**Austin, Texas, October 22, 2015**– BRP's (TSX:DOO) Can-Am brand joins forces with promoter Prime Experiences to become the official title sponsor of the inaugural Grand Prix Royale, featuring Academy® Award- and Grammy® Award-winner Jamie Foxx, this Friday, October 23.

As part of the company's title sponsorship, BRP will showcase its award-winning Can-Am Spyder. Since its launch in 2008, the Can-Am Spyder has delivered a thrilling ride experience with a feeling of complete freedom and confidence to more than 100,000 owners around the world.

The Prime Experiences team has a combined experience of over thirty years dedicated to creating unique experiences combining glamour, sophistication, elegance and excitement and could not be happier to team up with BRP for the Grand Prix Royale.

"Ever since they invented the Ski-Doo snowmobile, BRP has been renowned for its innovative products like the Can-Am Spyder and the Sea-Doo watercraft. We are thrilled to partner with BRP as its Can-Am brand exudes quality and creativity, which is exactly what the Grand Prix Royale promises to offer our guests on Friday," said Amanda Gunville, founder of Prime Experiences.

Prime Experiences has chosen to partner with RISE School of Austin, a school dedicated to the highest quality early childhood education for all children - gifted, traditional and developmentally delayed.

"I am very pleased that this event sponsors The Rise School of Austin, as BRP provides support to many other educational charities around the world," said José Boisjoli, BRP's president and CEO. "We have partnered for four years with the Formula-1 promoter of the Montréal Grand Prix and are convinced of the benefits of participating in this type of events."

Prime Experiences partner and Formula 1 industry expert Paul Jordan, expressed "a strong desire to expand the reach of the Grand Prix Royale to benefit the Austin community". To do so, a portion of the proceeds from the night, including those of the auction – which features a Can-Am Spyder F3 donated by BRP – will be given to the RISE School of Austin.

"The Grand Prix Royale isn't just about a big party – it's about finding a way to help those in need by joining forces to improve education," said Foxx. "Trust me, I will be challenging everyone in the audience to give back to the children of Austin."

The Grand Prix Royale will take place at The Palm Door located in the heart of Austin's historic entertainment district. This exclusive experience will feature gourmet food, a well-curated, luxury-item auction and top-tier entertainment.

The Grand Prix Royale will take place from 7 p.m. – 2 a.m. Visit [www.grandprixroyale.com](http://www.grandprixroyale.com) for additional information.

**About Prime Experiences**

Prime is a sports and entertainment centric marketing firm, specializing in premium full-service marketing, event management and hospitality. While offering the individualized attention required to achieve success, Prime combines expertise in multiple disciplines to provide fully integrated and innovative solutions. Prime's unique approach places emphasis on seamlessly combining expertise with established influential relationships and marketing resources to consistently offer clients a world-class experience.

**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)

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