BRP Honored with International Design Awards

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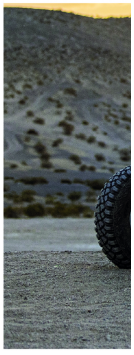
The Good Design Awards Australia and Japan, as well as the IDEA, recognize the innovations of Manitou, Can-Am, Sea-Doo and Ski-Doo.



Valcourt, Quebec, November 4, 2024 – BRP Inc. (TSX:DOO; NASDAQ:DOOO) continues to shine on the international design scene, adding new honors to its 2024 distinctions, bringing the total number of awards to 13 this year. The Good Design Awards Australia jury recognized the Manitou Explore, Can-Am Outlander Pro, and Can-Am Maverick R models. The Sea-Doo Spark Trixx, known for its acrobatic capabilities, was honored by the Good Design Awards Japan. Finally, the Sea-Doo Spark and Ski-Doo Grand Touring Electric stood out at the International Design Excellence Awards (IDEA) from the Industrial Designers Society of America (IDSA).

"These awards are a testament to the excellence of our design teams, who continuously turn ideas into experiences. Each winning product reflects our vision of forward-thinking design that prioritizes comfort, performance, and sustainability," said Denys Lapointe, BRP's Chief Design Officer. "We are truly honored to see our products once again recognized globally."

~~Valcourt, shot the award-winning products.~~

Manitou Explore - GOLD Good Design Awards Australia

The 2024 Manitou Explore is revolutionizing the pontoon industry by offering a sleek, comfortable, and safe boating experience with a 360-degree panoramic view. It features the partially submerged Rotax 5 outboard engine, reducing noise and vibrations while maximizing usable space. The flexible and spacious Max Deck adapts to needs with modular seating. The boat's distinctive and timeless design is complemented by a sporty angled Bimini that stays in place even at 55 MPH, and an innovative Tritoil bench that offers three different seating configurations. The Manitou Explore combines functionality, versatility, and elegance for an unmatched boating experience.

Can-Am Outlander Pro - Good Design Awards Australia

The new 2025 Can-Am Outlander Pro redefines what it means to be a true workhorse. The design teams worked tirelessly to meet riders' needs by optimizing the vehicle's durability, power, and, most importantly, its storage capacity. The Outlander Pro allows riders to customize the vehicle with a wide range of easily integrated accessories, enabling them to tackle daily tasks in any condition or season. The powerful Rotax engine ensures an enjoyable ride, while enhanced ergonomics provide all-day comfort. Removable components make vehicle maintenance simple, boosting confidence and safety on the job.

Can-Am Maverick R - Good Design Awards Australia

Every detail of the new 2024 Can-Am Maverick R was meticulously assessed throughout the design and engineering process to ensure an unmatched driving experience. The result? A perfect balance of comfort, quality, practicality, and performance. Its state-of-the-art interior delivers an immersive, driver-centric experience with precision ergonomics and a 10.25-inch digital touchscreen for maximum visibility and control. The elevated suspension provides both incredible performance and rider comfort. Its unique aerospace-grade aluminum frame reduces stress on vehicle components, offering superior shock absorption, increased torsional rigidity, and enhanced stability and handling. Beyond performance, the interior was designed to be ergonomic, creative, and built for durability.

Sea-Doo Spark Trixx - Good Design Awards Japan

The 2024 Sea-Doo Spark Trixx is designed for those who want to push the limits of fun on the water. Inspired by extreme sports like BMX, this model features an extended range Variable Trim System (VTS), allowing riders to exaggerate how high they can lift the nose or how planted they stay on the water. This makes performing tricks easier and more fun than ever. Its adjustable aluminum handlebar, with 75mm of movement, allows precise control over the center of gravity, while the integrated footrests provide added stability during standing maneuvers. Powered by the Rotax 900 ACE engine and enhanced iBR system, offering improved control and stopping power, the Spark Trixx is perfect for playing with waves and making acrobatics easier.

Sea-Doo Spark - SILVER IDEA

The 2024 Sea-Doo Spark features wider seats, more legroom, and improved leg protection compared to the original models launched in 2014. Enhanced maneuverability and dynamic new features allow riders to challenge themselves and have even more fun on the water. The design also includes several ergonomic upgrades for reboarding, such as strategically placed textured grips. For added peace of mind, the new Spark comes with improved storage solutions, including a larger front bin and a waterproof phone compartment. Additionally, the Spark is made entirely from recyclable materials like Polytex™ and is powered by the low-emission Rotax 900 ACE engine.

Ski-Doo Grand Touring Electric - GOLD IDEA

In 2024, Ski-Doo launched its first-ever electric snowmobile: the Grand Touring Electric. This model offers a zero-emission winter adventure and delivers a unique riding experience, inviting both new and seasoned riders to enjoy winter like never before. Powered by patented Rotax E-Power technology, this snowmobile is purpose-built for snowmobile touring experience outfitters and tour operators. Its features, power, and range are optimized for guided snowmobile tours of up to 50 km.

About BRP

BRP Inc. is a global leader in the world of powersports products, propulsion systems and boats built on over 85 years of ingenuity and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Alumacraft and Quintrex boats, Manitou pontoons and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its lines of products with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Committed to growing responsibly, BRP is developing electric models for its existing product lines. Headquartered in Quebec, Canada, BRP has annual sales of CAD$5.4 billion from over 130 countries and a global workforce of close to 20,000 driven, resourceful people.

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