



BRP'S GTX LIMITED PERSONAL WATERCRAFT REWARDED AT THE GOOD DESIGN JAPAN

October 3, 2018



SEA-DOO 



D&I
Design & Innovation

Tokyo Midtown, Japan, October 3, 2018 – BRP received a Japan Good Design Award for its Sea-Doo GTX Limited personal watercraft. Its easy storage access, lower center of gravity, proper platform and new elegant and muscular design allow the user to spend more time on the water, in a luxurious fashion.

By lowering the center of gravity and bringing the driver and passengers closer to the water, the GTX Limited personal watercraft offers the industry's largest swimming platform, this enabling greater stability at rest. The GTX Limited offers industry-first innovative features such as a storage compartment accessible while seated as well as a modular passenger seat which allows lounging or a face-to-face picnic.

"Our intent was to enhance consumer journey with substantial innovative features blended with a strong design statement while preserving our Sea-Doo DNA. We are extremely proud of the team work from Design & Innovation with Engineering and Marketing departments," declared Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services.

In recent years, BRP has been awarded numerous international design prizes around the globe for its different product lines, including Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am off-road and on-road vehicles, and Evinrude propulsion systems. And has distinguished itself for its ability to innovate and anticipate customers' needs and desires.

For more information on the BRP's 2018 Good Design awards, visit www.brp.com.

About BRP

We are a global leader in the world of powersports vehicles and propulsion systems built on over 75 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am on- and off-road vehicles, Alumacraft and Manitou boats, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. We support our lines of product with a dedicated parts, accessories and clothing business to fully enhance your riding experience. With annual sales of CA\$4.5 billion from over 100 countries, our global workforce is made up of around 10,350 driven, resourceful people.

www.brp.com
@BRPNews

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Alumacraft, Manitou and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

For information:
Catherine Moreau
Senior Advisor, Media Relations
Tel: +1.514.231.2118
catherine.moreau@brp.com