



A PRIZE FOR THE CAN-AM SPYDER 10TH ANNIVERSARY HOMECOMING EVENT

January 30, 2018



We are so proud to receive an award for the impressive event that highlighted the 10th anniversary of the Can-Am Spyder three-wheel vehicle, held last year in Quebec.

In June 2017, the Can-Am Spyder Homecoming event brought together close to 3,000 passionate Can-Am Spyder owners in Valcourt and Drummondville to celebrate the 10th anniversary of the launch of the famous vehicle. Participants took part in many activities that gave them the opportunity to explore the Eastern Townships and Central Quebec regions.

The event received the Jean-Claude Milot award on January 29 in recognition of its positive impact on regional tourism. Martin Éthier, Global Marketing Manager for Can-Am Spyder at BRP, accepted the award at the builders' cocktail of the Drummond region's board of trade, held on January 29 at Hôtel et Suites Le Dauphin, founded by Mr. Milot.

"It was important for us to hold the Can-Am Spyder Homecoming in Quebec, where the Can-Am Spyder was born," said Mr. Éthier. "We are thrilled to hear of the regional economic benefits the event generated. We thank the Milot family and the Drummond region's board of trade for this wonderful award."

We want to congratulate everyone who helped make the Can-Am Spyder 10th Anniversary Homecoming event such a success.