



BRP'S EVINRUDE NETWORK WELCOMES NEW DEALERS AND OEMS

September 27, 2016

Sturtevant, Wisconsin, September 27, 2016 – BRP, a world leader in the powersports industry, continues its North American expansion of the Evinrude sales network by signing 16 new dealers and four premium OEM boat builders to its portfolio – a clear indication of the excitement surrounding its Evinrude brand and the continued momentum of its industry-leading engines. These four OEMs are Calypso Skiff, Chaparral Boats, Polar Kraft Boats and Mowdy Boats of Texas.

"We are thrilled to welcome new members to BRP's Evinrude family," said Krista Sparkes, Vice President, Sales North America, BRP's Marine Propulsion Systems division. "We introduced our new E-TEC G2 150 HP to 200 HP offering in June, which has garnered significant attention. These new allies and our mutual customers will see the benefits of our continued product innovation and unmatched performance."

Combining thrilling performance with the most intelligent design and the cleanest outboard engine combustion technology available, Evinrude E-TEC G2 engines deliver up to 30% more torque, up to 15% better fuel efficiency, and up to 75% fewer total regulated emissions compared to leading four-stroke outboard engines*.

"We are really looking forward to a long and prosperous relationship with BRP," said Chuck Lock, executive vice president, Mack's Prairie Wings, a new Evinrude dealer in Stuttgart, Arkansas. "As our dedicated following of customers continues to grow, we have to constantly add top-quality products that will satisfy their varied needs. When it comes to outboard engines, the Evinrude E-TEC G2 engines provide the torque, fuel efficiency and low emissions that they are going to love."

BRP's Evinrude engine line up, from 3.5 to 300 HP, offers customers superior value across a full range of applications. Evinrude E-TEC G2 engines are now available from 150 to 300 HP. Engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at www.evinrudenation.com and follow Evinrude on Facebook at www.facebook.com/brpevinrude.

For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

* Based on BRP internal tests.

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\$3.8 billion from over 100 countries, the Company employs approximately 7,900 people

www.brp.com

[@BRPnews](https://twitter.com/BRPnews)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder, E-TEC, G2 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 more information:

Rus Graham

603-799-2540

Rushton Gregory Communications

rgraham@rushtongregory.com

For high-resolution images, please access the [Evinrude Media Center](#).