



BRP AND THE WHL, OHL AND QMJHL ANNOUNCE MULTI-YEAR LEAGUE SPONSORSHIP ACROSS ALL 52 CANADIAN TEAMS

October 8, 2015

BRP and the WHL, OHL and QMJHL announce multi-year league sponsorship across all 52 Canadian teams

- BRP now "Official Recreational Product" of the WHL, OHL and QMJHL
- Participating BRP brands include Can-Am Off-Road, Ski-Doo and Can-Am Spyder
- Sponsorship activity will focus on 52 CHL markets

Valcourt, Québec, October 8, 2015 – BRP (TSX:DOO) the Western Hockey League (WHL), Ontario Hockey League (OHL) and Quebec Major Junior Hockey League (QMJHL) have signed a multi-year sponsorship beginning this CHL season. With the sponsorship, BRP becomes the "Official Recreational Product" of all three leagues.

The agreement gives BRP an opportunity to directly engage with millions of passionate junior hockey fans from coast-to-coast throughout Canada. BRP will leverage its vast dealer network in communities throughout the country to reach fans, including the more than 9 million fans who attend live games during the season.

"This is a great opportunity for BRP and its dealers to support young athletes in communities throughout Canada," said Anne Bélec, senior vice-president, Global Brand and Strategy. "CHL fans have a strong fit with BRP product owners, as we all have a passion for excellence and high performance."

Sponsorship details include signage and digital programming across the 52 Canadian teams. A BRP rinkboard will also be incorporated into CHL national broadcasts airing on Sportsnet Friday Night Hockey and Sunday Afternoon Hockey as well as TVA Sports simulcasts. As part of this sponsorship, BRP will also receive exclusive marketing rights to be leveraged nationally or for local activation.

Additionally, BRP and the WHL, OHL and QMJHL are finalizing sponsorship elements that will provide fans a chance to win various prizes from BRP, including game tickets. Visit BRP brand sites in the coming weeks for up-to-date information about the how to participate.

"We are very excited to announce a new partnership with BRP as there is a natural fit with our member Clubs throughout the Country," commented CHL Vice President Ron Robison. "Our fans throughout Canada are not only avid hockey fans, but many also participate in outdoor activities and are keenly interested in learning more about the recreational products BRP has to offer."

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

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About the Western Hockey League

The Western Hockey League started with just seven teams based in the provinces of Saskatchewan and Alberta in 1966. The WHL now has representation in all four Western Canadian provinces and the U.S. states of Oregon and Washington. The WHL consists of 22 member Clubs with 17 based in Canadian markets and five in the U.S. Pacific Northwest.

About the Ontario Hockey League

The Ontario Hockey League is comprised of 20 member teams, 17 in Ontario, and three in the United States, and is the number one development league in the world for players to the National Hockey League and Canadian Interuniversity Sport.

About the Quebec Major Junior Hockey League

The Quebec Major Junior Hockey League's mission is to develop players for professional hockey while supporting them throughout their academic endeavors in order to mold them into responsible and educated citizens

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