



BRP SPONSORS NEARLY 60 FREE AVALANCHE AWARENESS SEMINARS TO PROMOTE SNOWMOBILERS' SAFETY

September 29, 2015

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VALCOURT, QC, Sept. 29, 2015 /CNW Telbec/ - For the sixth straight year, BRP (TSX:DOO) is taking the lead in promoting avalanche education and awareness by sponsoring 23 seminars in Canada and 34 in the United States this fall.

(Photo: <http://photos.prnewswire.com/prmh/20150929/271864>)

Offered in multiple locations where avalanches can occur, BRP invites riders of all brands to attend and encourages those who register to bring their friends and riding buddies to ensure those they ride with are also well informed. This season, the seminars are enhanced with new content and techniques so that participants – first time or returning – will find it extremely beneficial.

"Snowmobilers' safety comes first for BRP, which is why we are involved in the promotion of avalanche education," said Mathieu Laforest, Global Ski-Doo Marketing director. "Together with our dealers, we've worked very closely with experts to design seminars that are engaging, educational and entertaining for snowmobilers."

More than 10,000 attendees have taken part in BRP's Ski-Doo-sponsored avalanche awareness seminars since 2009, led by renowned experts.

In Canada, seminars will be led by Jeremy Hanke, a recognized avalanche professional, a member of the Canadian Avalanche Association (CAA) advisory board and one of the creators of Throttle Decisions, a renowned avalanche safety awareness video. Jeremy is an AST 2 certified instructor.

In the United States, seminars will be led by Mike Duffy of Avalanche 1, a recognized snowmobile expert in avalanche awareness. Duffy has American Avalanche Association Level I & II and AvPro Level III certification, teaches at Colorado Mountain College and Silverton Avalanche School, and has been giving snowmobile-specific avalanche classes since 1996. Duffy has more than 25 years of mountain riding and mountain rescue experience. This is his fifth year working with BRP.

How to participate

Seminars are open to owners of all brands of sleds. For up-to-date information on locations, times or to register for an avalanche awareness seminar or more information, visit:

the Ski-Doo website at <http://www.ski-doo.com/community/events> or

the Ski-Doo Elevation Mountain Blog <http://mountainblog.ski-doo.com>

and be sure to follow Ski-Doo Mountain on Facebook at www.facebook.com/SkiDooMountain

Seminars are usually combined with an open house or specially geared mountain-riding event. Participants are encouraged to register with the host dealer to help plan meeting space and ensure a spot.

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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