



BRP WINS SEVEN PRESTIGIOUS RED DOT DESIGN AWARDS

March 25, 2019

Valcourt, Quebec, March 25, 2019 – Once again, the efforts of BRP's experts, inspired by the company's high standards for innovation, and driven by the team's talent and creativity, have been recognized at the Red Dot product design awards. No less than seven BRP products were favoured by the jury at the 2019 edition, proving that it's always possible to find new ways to push back the limits of the industry. The winners are:

- Lynx Radian-X Platform X-trim SC
- Sea-Doo FISH PRO
- Sea-Doo RXT-X
- Can-Am Ryker
- Can-Am Maverick XRS Max
- Can-Am Maverick Sport Max
- LinQ Premium Storage Bag

"Receiving these awards is always an honour. They represent all teams hard work, the attention to our customers, and BRP's passion and expertise. This recognition demonstrates BRP's thirst for innovation, and its success as a pioneer in the industry", says Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services.

Last year, BRP marked a record year with 15 design awards in total. 2019 is off to a strong start, and BRP's design team intends to outdo itself again.

About the Red Dot Awards

The Red Dot product design awards focus, among other things, on the design quality and innovation potential of the products submitted. The laureates of these awards are cutting-edge products, that set trends and pave the way for the future. Red Dot's panel of approximately 40 experts carefully evaluates them to choose those that merit the distinction.

For more information on BRP's 2019 Red Dot 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\$5.2 billion from over 120 countries, our global workforce is made up of around 12,500 driven, resourceful people.

www.brp.com

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