



## Good Design Japan – BRP wins two prestigious awards

October 3, 2019



**Valcourt, Quebec, October 3, 2019** – Once again, the hard work and passion for innovation of BRP's teams have been recognized at the Good Design Japan awards. BRP received two prizes in the Automotive and Transport category for outstanding design and innovation. The winning models are:

- Sea-Doo FISH PRO
- Can-Am Ryker

"We are very proud of what we have accomplished over the years and being recognized by Good Design Japan is extremely rewarding for all of us at BRP. This year, we are celebrating the 50th anniversary of design at BRP," said Denys Lapointe, Senior Vice President, Design, Innovation and Creative Services at BRP.

### Comments from the Good Design Awards Jury

- Sea-Doo FISH PRO

"The Sea-Doo FISH PRO is a combination of adventure and utility. It is a personal watercraft with the utility of being a solo fishing water scooter. It combines excitement and versatility in one package. The Fish Pro is full of features designed carefully for fishing. It comes with a fish finder and hook-ups for fish rod holders. The two storage units, one for the fish catch and another for personal belongings including a water proof compartment, adds to the functionality in addition to the possibility of a third storage unit being added. The side footrest design and attention to stability make it possible for the rider to assume any position while fishing. It is true to its function and delivers unique value."

- Can-Am Ryker

"Smaller than the conventional products of this brand, its handles and steps can be adjusted without tools, so even shorter people can handle it. While giving a powerful feeling, the frame with an edge gives a sense of agile movement. Part of the body panel can be easily replaced, and attention was also paid to the high level of customizability that allows you to create your own car."

### Potential for another record year in terms of awards for BRP

Last year marked a record year with 15 design awards, and in 2019 BRP has already received three Good Design Australia awards and seven Red Dot awards.

### About Good Design Japan

Good Design Japan bases their evaluation on the Japanese comprehensive design and commendation system, led by the Japan Institute of Design Promotion. Having two products recognized during this competition demonstrates how BRP innovates and adapts their products to customer needs while competing alongside many important players in the industry.

### About BRP

We are a global leader in the world of powersports vehicles, propulsion systems and boats 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, Manitou and Telwater boats, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. We complete our lines of products with a dedicated parts, accessories and clothing to fully enhance the riding experience. With annual sales of CA\$5.2 billion from over 120 countries, our global workforce is made up of more than 12,500 driven, resourceful people.

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