



BRP INNOVATIONS SHINING BRIGHT ON THE WORLD STAGE WITH TWO GOOD DESIGN AUSTRALIA AWARDS

October 14, 2021



Valcourt, Quebec, October 14, 2021 – BRP’s innovations have gained distinction once again in one of the world’s toughest design competitions, Good Design Australia. In recognition of the 2021 theme “Design for a brighter future” as well as their ingenuity, creative design, and dedication, BRP’s team was awarded two prestigious prizes in the Automotive and Transport category for the Can-Am Commander XT-P and the LinQ Modular Box.

Dr. Brandon Gien, CEO of Good Design Australia said: “Receiving an Australian Good Design Award is testament to embedding design excellence at the heart of a product, service, place or experience. Although 2021 continues to be another challenging year, it is incredibly inspiring to see designers and businesses working together to find innovative, customer-centric design solutions to local and global challenges and to see them recognised and rewarded for their efforts through these prestigious Awards.”

“BRP’s teams continue to do what they do best: deliver above and beyond customer and industry expectations, while adding to its impressive innovation & design award collection, with more than 30 international design awards in the last 2 years,” said Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services at BRP. “I couldn’t be prouder that our team seamlessly integrated BRP’s rich heritage of design and innovation with its vision for a bright, adventurous future,” he added.

About the Can-Am Commander XT-P

The new Can-Am Commander XT-P is fun to drive with its efficient, high-performance engine, its Fox Suspension, 30 in. XPS HammerForce tires on 15 in. cast-aluminium beadlock wheels, LED headlights, and our innovative Smart-Lok front differential. We also upped its ergonomics to make it comfortable for work or play. Its improved cargo capacity means it can just as easily transport camping or hunting gear, as well as animal feed or wood cuttings.

About the LinQ Modular Box

Secure storage capacity on a powersports vehicle that won’t hinder performance is the key to a successful adventure. Rough terrain and extreme conditions can make storage a challenge. Our box system was designed to stay securely attached to our machine, giving peace of mind to our riders. The versatility of our stackable LinQ boxes allows for numerous storage combinations on every BRP platform.

About Good Design Australia

Good Design Australia is one of the oldest and most prestigious international design awards in the world, promoting excellence in design and innovation since 1958.

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, Quintrex, Stacer and Savage 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 apparel business to fully enhance the riding experience. With annual sales of CA\$6.0 billion from over 120 countries, our global workforce is made up of approximately 14,500 driven, resourceful people.

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