



BRP EMPOWERING WOMEN RIDERS TO GET IN THE DRIVER'S SEAT

March 8, 2023



Valcourt, Quebec, March 8, 2023 – This International Women's Day, and every day after, BRP Inc. (TSX:DOO; NASDAQ:DOOO) is proud to stand with women everywhere as they [Get in the Driver's Seat](#). BRP is celebrating the growing number of women who are fearlessly and joyfully taking their place in powersports and marine by sharing the [stories](#) of its women ambassadors, community of riders, and employees.

"At BRP, we believe that every woman has a place in the driver's seat. We strive to empower women on and off the playground so that they can take their rightful place in our community, experience a strong kinship and truly belong," says Anne-Marie LaBerge, Chief Marketing Officer at BRP. "We are proud to launch our Get in the Driver's Seat initiative to support women riders and amplify their voice as they share their thrill of riding and inspire more women to break up with the backseat and go for a ride."

The powersports and marine community is made stronger when more are included. Thus, BRP is calling on everyone to [share](#) their best memories or what inspires them to get in the driver's seat. BRP is also inviting everyone to support women riders by signing the [Get in the Driver's Seat](#) commitment. For every name gathered, BRP is committing a dollar, up to a total of CAD \$50,000, to be distributed amongst the following incredible organizations around the world, which are dedicated to the advancement of women:

- [Canadian Women's Foundation](#)
- [SheJumps](#)
- [Juárez - Mujeres Resilientes A.C.](#)
- [Alliance for Gender Equality in Europe](#)
- [Dress for Success Sydney](#)

About BRP

We are a global leader in the world of powersports products, propulsion systems and boats built on 80 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Alumacraft and Quintrex boats, Manitou pontoons and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft. We complete our lines of products with a dedicated parts, accessories and apparel portfolio to fully enhance the riding experience. With annual sales of CA\$7.6 billion from over 120 countries, our global workforce includes close to 20,000 driven, resourceful people.

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