



BRP's Design Excellence Shines Globally With 20 International Design Awards in 2025

January 30, 2026

The Company's products and innovations continue to move people and juries worldwide.



Valcourt, Quebec, January 30, 2026 – BRP Inc. (TSX:NASDAQ: DOO) continues to set the pace globally in product design, earning 20 prestigious international design awards across its product portfolio as well as being the first Canadian company named Red Dot Design Team of the Year.

These honors, from renowned design institutions, reflect BRP's holistic approach to design, where performance, ergonomics, sustainability and emotional connection come together to create meaningful riding experiences across all terrains.

At the core of these accolades is BRP's conviction that design is not an esthetic layer, but a strategic lever. From electric motorcycles and off-road vehicles to snowmobiles and three-wheel platforms, each awarded product demonstrates how thoughtful design can elevate usability, help reduce environmental impact and broaden access to powersports. Notably, BRP's electric products accounted for 12 of the 20 distinctions earned in 2025, underscoring the strength of the Company's electric design vision.

A Landmark Distinction for BRP's Design Team

Earlier this year, BRP was named [Red Dot Design Team of the Year 2025](#), one of the highest distinctions in international industrial design. Awarded to organizations that demonstrate long-term design quality and consistent innovation, this honor highlights the strength of BRP's integrated design culture and its ability to deliver excellence across multiple product categories and brands.

"At BRP, design starts with people, their needs, their environments and the experiences they seek," said Denys Lapointe, Chief Design Officer at BRP. "Whether we are reimagining electric mobility, enhancing off-road performance, refining long-distance comfort, or enabling memorable experiences on the water, our goal is always the same: to create products that feel intuitive, purposeful and that are built to last. These recognitions reflect the collective passion of our design and engineering team members, and our belief that great design must be responsible, inclusive, and that it can empower unique experiences."

A Trio of Electric All-Stars

BRP's first three electric products have been acclaimed worldwide, earning a total of 12 prestigious design awards across some of the industry's most esteemed competitions.

Can-Am Pulse

Recognized with multiple honors including Red Dot Best of the Best, GOOD DESIGN, Green GOOD DESIGN, GOOD DESIGN Australia and iF, the Can-Am Pulse electric motorcycle reimagines electric urban mobility through a compact, agile and inviting design. Inspired by the silence and efficiency of the snowy owl, it features avant-garde details, balanced proportions and intuitive ergonomics, making it perfect for a wide range of riders. The Pulse is more than a commuter bike; it's a statement that urban riding can be bold and distinctly modern.

Can-Am Origin

Also earning awards from Red Dot, GOOD DESIGN, Green GOOD DESIGN, GOOD DESIGN Australia, iF, and IDSA, the Can-Am Origin electric motorcycle draws from motorcros heritage to deliver multi-terrain versatility. Its design emphasizes quiet riding, efficiency and rider confidence, with sculpted forms and thoughtful ergonomics that adapt from city streets to rugged trails.

The Can-Am Pulse and Can-Am Origin electric motorcycles share a modular platform which aims to minimize parts production and environmental impact.

Ski-Doo Grand Touring Electric

Recipient of a Green GOOD DESIGN Award, the Ski-Doo Grand Touring Electric snowmobile represents a milestone in winter mobility, aligned with BRP's electrification efforts. Its aerodynamic design, integrated battery architecture and carefully balanced proportions deliver confident handling while maintaining the iconic Ski-Doo DNA. Premium materials and a refined visual language balance ruggedness with modern simplicity, demonstrating how sustainable innovation can coexist with performance.

More Noteworthy Winners

Can-Am Maverick R MAX

Awarded by Red Dot, GOOD DESIGN, and GOOD DESIGN Australia, the Maverick R MAX extends the off-road experience to four passengers through a cabin designed for shared adventure. Adjustable seating, integrated safety features and functional accessories combine with its high-performance suspension and a bold silhouette to make the Maverick R Max a ride like no other. Its user-centric layout prioritizes comfort, safety and connection, redefining how groups experience off-road riding together.

Can-Am Canyon RedRock

Recognized by Red Dot and GOOD DESIGN, the Canyon RedRock blends long-distance comfort with rugged adaptability. Designed for unpaved roads, it features elevated ground clearance, adventure tires, protective elements and an ergonomic riding position that reduces fatigue. The Canyon RedRock was also the first three-wheel vehicle to be named [Rider Magazine's Motorcycle of the Year](#).

Can-Am Outlander XT 1000R

Honored by Red Dot and GOOD DESIGN, the Outlander XT 1000R combines durability and power. Optimized rider interfaces and innovative storage solutions enhance performance in demanding conditions. Same components utilized across many models aim to reduce environmental impact, while its bold stance and distinctive front fascia establish a strong visual identity within the segment.

Moving Forward

This brings BRP's total to 210 international design awards. As BRP explores new technologies, platforms and forms of mobility, design remains central to its ambition to create durable and responsible products that perform exceptionally while resonating emotionally with riders around the world.

About BRP
BRP Inc. is a global leader in the world of powersports products, propulsion systems and boats built on over 80 years of ingenuity and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Quintrex boats and Rotax marine propulsion systems as well as Rotax engines for boats and recreational aircraft, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its lines of products with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Committed to growing responsibly, BRP is developing electric models for its existing product lines. Headquartered in Quebec, Canada, BRP had annual sales of CA\$7.8 billion from over 130 countries and employed approximately 16,500 driven, resourceful people as of January 31, 2025.

www.brp.com

[@BRPNews](https://www.facebook.com/brp)

Ski-Doo, Lynx, Sea-Doo, Can-Am, Rotax, Quintrex and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

For media enquiries:

Suzanne Giroux

Media Relations

media@brp.com