



BRP INAUGURATES A MODERNIZED MANUFACTURING FACILITY AT ITS HOME BASE OF VALCOURT, QUEBEC

August 20, 2018



VALCOURT, QC, August 20, 2018 - BRP (TSX: DOO) inaugurated today its new modernized manufacturing facility in Valcourt, Quebec. The installation of a new ultramodern production equipment for Can-Am Spyder vehicle and Ski-Doo snowmobile assembly lines increases the facility's efficiency, flexibility for innovation and engineering, and optimizes its manufacturing infrastructure and logistics.

After the opening of one of the largest design studios in Canada about ten years ago and the exhaustive renovation of our Products development centre two years ago, we announced our intention to invest \$118 million within five years in our Valcourt manufacturing activities. Three years later, we already invested 80% of the total budget to modernize our manufacturing facility, which was key to strengthening Valcourt's strategic role as the centre of expertise for design, research, development and manufacturing for all BRP activities worldwide.

"Valcourt has always been at the heart of BRP's innovation and modernizing the plant was critical to ensuring its efficiency," said José Boisjoli, President and CEO. "It's the combination of small-town support with world class know-how that puts us in such a unique position: updating our facilities with a major investment like this means we are not only providing state-of-the-art tools and technologies to our local workers, but we are being more efficient, more productive and more innovative than ever."

The facility's modernization was part of BRP's strategic Growth, Agility and Lean objectives. Thanks to the flexibility of the facilities and the modularity in the design, manufacturing and assembly processes, the new plant facilitates the development of new concepts, from start to finish, in conjunction with the design and engineering departments. The facility also allows us to produce snowmobiles and 3-wheel vehicles on the same production line and to produce them quicker, and personalize them.

Not only have the improvements made to the facility put the plant in the 4.0 Industry, they are also consistent with cutting-edge sustainability practices. While minimizing environmental impacts, the modernization project maximizes sustainability, efficiency and the workers' well-being, both in terms of comfort and health and safety at work.

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 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\$4.5 billion from over 100 countries, our global workforce is made up of around 10,000 driven, resourceful people.

www.brp.com

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