



## BRP DEMONSTRATES INGENUITY WITH 3 AWARD-WINNING PRODUCTS RECOGNIZED BY GOOD DESIGN AUSTRALIA

May 18, 2018



**GOOD  
DESIGN  
AWARD®  
GOLD WINNER**



**Sydney, Australia, May 18, 2018** – BRP received three Good Design Australia Awards in the Product Design – Automotive and Transport category yesterday. With fierce competition in this category, BRP's creativity was recognized for three products: the Can-Am Maverick X3 MAX side-by-side for its sportive ergonomics superb stance and proportions, the Can-Am Maverick Trail side-by-side for its optimized well balanced packaging and easy "plug and play" accessories; and the Sea-Doo RXT-X watercraft for its innovative Ergo Lock seating system, tremendous storage, flexible layout and luxury feel. Denys Lapointe, Senior Vice President, Design, Innovation and Corporate Image, was on site to receive the awards.

The side-by-side vehicle Can-Am Maverick X3 Max received a Good Design Award Gold. The Good Design Award Gold accolade is awarded to products, services or projects that have not only met the criteria for Good Design, but exceed them.

Some comments from the Jury included:

### 1. The Can-Am Maverick X3 MAX

"Really well set up for four people and loads of innovative features. The exterior design of the X3 Max is visually striking and extremely well resolved. The BRP team consistently punch above their weight - producing world class design and innovation. Well done."

### 2. The Can-Am Maverick Trail

"This vehicle is packed with innovative features such as the short overhangs, variable seating positions, visibility and cage quality. Immaculately designed from the ground up. BRP sets the benchmark for good design and this vehicle is another fine example of professional design at its best."

### 3. The Sea-Doo RXT-X

"BRP raises the benchmark for design excellence once again. The Sea-Doo RXT-X is a stunning machine with clever design features all focused on enhancing the user experience. Some clever touches on this model like waterproof storage, speakers, auxiliary fuel and modular top box is simply brilliant. Styling is sleek and very BRP. Brilliant to see more innovation from this class leading, design-driven brand. Well done and keep it coming."

"Receiving these prestigious awards is gratifying for the entire marketing, engineering and design teams who work behind the scenes to create the greatest experience for each of our consumers", says Denys Lapointe.

#### About BRP

We are a global leader in the world of powersports vehicles and propulsion systems 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, 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](http://www.brp.com)  
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