



BRP'S REVOLUTIONARY SHOT STARTING SYSTEM REACHES THE PODIUM AT THE EDISON AWARDS

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Valcourt, Quebec, April 16, 2018 – BRP's revolutionary SHOT engine starting system for Ski-Doo snowmobiles won third place in the performance technology category of the 2018 Edison awards.

In a nutshell, SHOT provides an electrical charge to start the engine without the use of a battery, starter motor or ring gear and is nearly 20 pounds (9 kg) lighter than a conventional electric start. What does this mean? Passionate snowmobilers no longer need to pull-start their sled while still benefiting from a lightweight sled.

"When creating new technologies or products, we not only think about making a performance beast that can conquer any terrain, we think about the needs and wishes of our customers and adapt our technology to answer them," says Dominic Tessier, Ski-Doo Engineering Director.

BRP put together creative minds from its engineering teams in Canada and Austria as well as engineers from the Center of Advanced Technologies (CTA) in Sherbrooke, Quebec to introduce an industry-first: the use of lightweight ultracapacitor technology as a starter system. The CTA is a Canadian non-profit organization supported by BRP and the University of Sherbrooke. With the company's constant desire for ingenuity, the idea was finally turned into reality for the 2018 Ski-Doo models, unveiled in February 2017.

With over 45 categories, from renewable energy to injury & disease prevention, the Edison Awards honour the innovations and innovators that shape our world.

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.

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For information:

Magali Valence

Manager – External Communications

1-450-532-6155

magali.valence@brp.com