BRP INTRODUCES INDUSTRY-FIRST ENGINE STARTING TECHNOLOGY AND EXPANDS SUCCESSFUL SKI-DOO REV GEN4 PLATFORM

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- Ultra-lightweight E-TEC SHOT engine starting system introduces ultracapacitor technology to the industry
- Ski-Doo REV Gen4 platform with Rotax 850 E-TEC expanded in Summit, MXZ and Renegade models
- Specialized X-RS models migrate to REV Gen4 850 E-TEC
- Freeride model expands and moves to REV Gen4 850 E-TEC
- Renegade Backcountry models reimagined with new cMotion suspension

Reno, NV, Feb. 15, 2017 – BRP (TSX:DOO), the number one snowmobile manufacturer in the world, unveiled its 2018 Ski-Doo line of snowmobiles today. Highlights include several new models built on the award-winning REV Gen4 platform and Rotax 850 E-TEC engine that together have set new benchmarks in the snowmobile industry for easy handling and responsive power.

The fourth generation Ski-Doo REV platform which has made riding even easier and more precise, is now available on more than half of 2018 models, including the highest-performance X-RS packages of the MXZ and Renegade sleds. These two models also feature multiple elements derived from racing snowmobiles, including ultra high-performance shocks and chassis reinforcements that address the performance needs of even the most hard-core riders.

The 2018 Ski-Doo Freeride model also features the REV Gen4 850 E-ETC combination, as well as a new, longer, 165-inch (418 cm) track for deep snow riders who want access to the toughness and attitude for which the Freeride model is known. The Freeride is perfect for riders looking for easy handling, a powerful engine and more capable shocks.

The new Renegade Backcountry models have been completely reimagined to deliver on the promise of a true 50/50 trail and deep snow sled. They feature the REV Gen4 platform 850 E-TEC engine combination for easy manoeuvrability, advanced ergonomics and quick response, as well as front and rear suspensions designed specifically for their use, including a new cMotion rear suspension. cMotion addresses an area where others have come up short by delivering great trail handling and ride quality, plus the deep-snow performance riders expect.

The SHOT engine starting system

Then, in what could be described as ‘straight out of science fiction', BRP unveiled the SHOT engine starting system with the help of Adam Savage and Jamie Hyneman, hosts of Discovery Channel's "Mythbusters" TV Show. Thanks to new ultracapacitor technology, combined with Rotax E-TEC engines, this system provides an electrical charge with no battery, starter motor or ring gear to fire the engine up. The system will be most appreciated by mountain riders who want to conserve energy by no longer pull-starting their sleds. It also saves weight, as the SHOT system adds only two pounds

to the pull-start system and is nearly 20 pounds less than conventional electric start.

"The 2018 Ski-Doo lineup again solidifies our industry leadership in rider-focused design, highlighted by the fourth generation REV platform and Rotax 850 E-TEC, as well as our advanced chassis and engine technologies," stated Anne-Marie LaBerge, senior vice president, Global Brands, Marketing and Communications at BRP. "By expanding these platforms, especially in the growing 50/50 segment, and by introducing our SHOT engine starting system, we've reaffirmed our technological advantage and commitment to satisfying snowmobilers."

In addition to the model news, BRP also introduced multiple factory options and 30 new accessories, which give riders even more choices to customize their snowmobiles. Innovations like a remote adjustable limiter strap and coupling block adjustment address specific rider needs and enhance the experience for owners. Additionally, Ski-Doo riding gear has been redesigned with colors, style and functionality that reflect the leadership position the brand has established.

To celebrate the 2018 lineup, BRP announced its annual "Ski-Doo Spring Fever" promotion, where customers can pre-order 2018 snowmobiles for fall delivery with a deposit. The promotion ends April 14, 2017. People will also be able to see the new models this spring on a tour with more than 40 stops across North America.

Full details on the 2018 Ski-Doo snowmobiles, Spring Fever promotion and spring tours are available at www.ski-doo.com.

About BRP

BRP (TSX:DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles and propulsion systems. Its portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am Spyder roadsters, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. BRP supports its line of products with a dedicated parts, accessories and clothing business. With annual sales of over CA$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.

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