

PRESS RELEASE

For Immediate Distribution

Ski-Doo Celebrates 18 Years of Free Avalanche Awareness Seminars

Valcourt, Quebec, September 23, 2026 - Ski-Doo, an iconic brand of BRP Inc. (TSX/NASDAQ: DOO), in partnership with [Backcountry Access \(BCA\)](#), is proud to announce its eighteenth year of free Avalanche Awareness Seminars through its [Responsible Rider](#) program, and invites snowmobilers, winter adventurers, and their riding partners to join the team for another season of lifesaving education. More than 35 free seminars will be held across Canada and the United States, all riders are invited to attend because safety is a shared responsibility.

Whether for riders that are new to the mountains or those that have years of backcountry experience, these seminars offer valuable knowledge that could make all the difference when conditions change. More importantly, they're designed not just for the rider, but for everyone that's part of the ride.



Many Avalanche Awareness Seminars use both classroom and hands-on exercises to reinforce learning and ensure riders can confidently apply safety principles in real-life conditions.

Bring friends. Bring family. Bring the riding group.

When in avalanche terrain, riding partners are the first responders. The people immediately on-site beside are the ones most likely to save a life in an emergency. That's why Ski-Doo strongly encourages attendees to bring those they share the mountains with. Avalanche awareness is most effective when everyone in the group understands the risks, recognizes warning signs, and knows how to respond when seconds count.

For nearly two decades, these seminars have helped riders make better decisions in the backcountry through practical, up-to-date education covering avalanche awareness, route

planning, rescue techniques, safety equipment and forecast resources, while encouraging participants to pursue additional avalanche training. More than 30,000 snowmobilers have attended to date, making this one of the longest-running and most trusted avalanche education programs in the snowmobile industry.

Supporting the program for a ninth consecutive year is Backcountry Access (BCA), a leader in avalanche safety equipment and education. Their expertise, real-world experience, and innovative safety products continue to strengthen the seminar curriculum while helping riders understand how preparation and proper equipment work together to improve outcomes in the mountains.

The seminar content continues to evolve each year, reflecting modern riding styles, new technologies, current avalanche forecasting tools, and the latest best practices in backcountry travel. Sessions are informative, engaging, and designed specifically for today's snowmobiler.

Many seminar locations will include hands-on opportunities to practice with avalanche transceivers, probes, and shovels, helping attendees build confidence with the equipment they may one day depend on.



Classroom and actual beacon training are part of many seminars.

Win Valuable Safety Gear

BCA will once again provide prizes at every seminar stop while showcasing its latest avalanche safety products, including transceivers, airbags, radios, and rescue equipment.

Attendees at each seminar could win either a **BCA Tracker avalanche transceiver, probe and shovel** or a **pair of BCA BC Link two-way radios**, helping riders build the gear kit every backcountry group should carry.

Learn Beyond the Seminar

In addition to sponsoring the in-person series, Ski-Doo and BCA continue to expand access to avalanche education through a collection of online learning resources. Riders can access avalanche safety content through the [Ski-Doo Owner Zone](#), alongside [BCA's extensive library of educational videos](#) and the snowmobile-specific **SLEducation** series, created to help riders sharpen their knowledge throughout the season.

Learn From Industry-Leading Experts

Canadian seminars will be led by **Marshall Dempster**, a professional avalanche forecaster, lead Avalanche Canada instructor, Level 3 lead guide, and board member of the Canadian Motorized Backcountry Guides Association. Drawing on more than two decades of avalanche forecasting, rescue, guiding, and backcountry experience, Dempster brings practical, real-world insight that resonates with riders of all experience levels.

U.S. seminars will be presented by **Mike Duffy**, one of North America's most respected snowmobile avalanche educators. With more than 30 years of mountain riding and rescue experience, Duffy has trained recreational riders, guides, rescue teams, and military personnel throughout his career.

Open to All Riders

The Avalanche Awareness Seminars are free to attend, open to all experience levels, and welcome riders of every snowmobile brand.

For locations, dates, and registration information, visit the Ski-Doo website or follow Ski-Doo on Facebook and Instagram for updates.

Ride prepared. Ride informed. Ride together.

[United States](#)
[Canada](#)

Participants are encouraged to register with the host dealer so they can plan meeting space accordingly and ensure a spot.

About Backcountry Access

Backcountry Access (BCA) is a leading manufacturer of snow safety equipment, including BCA Tracker™ avalanche transceivers, Float™ avalanche airbags, BC Link™ radios, MtnPro snowmobile gear, Stash™ backpacks, avalanche probes and shovels. BCA's mission is to save lives, not just sell products. BCA considers education to be as important as its equipment and delivers all its products with consumer education and knowledgeable customer service. BCA is North America's most trusted name in backcountry safety.

About BRP

BRP Inc. is a global leader in the world of powersports products and powertrains, built on over 80 years of ingenuity, innovation, 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 as well as Rotax engines for karts, recreational aircraft and jet boats, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its product lines with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Headquartered in Quebec, Canada, BRP had annual sales of CA\$8.4 billion from over 110 countries and employed close to 17,000 driven, resourceful people as of January 31, 2026.

www.brp.com
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