



PRESS RELEASE

For immediate distribution

BRP Becomes a Proud Official Partner of the Montreal Canadiens



BRP will benefit from visibility throughout the hockey season, in addition to showcasing its vehicles at the Bell Centre and supporting the Canadiens Children's Foundation.

Valcourt, Quebec, September 8, 2026 – BRP Inc. (TSX/NASDAQ: DOO) and its Can-Am, Ski-Doo, and Sea-Doo brands are pleased to announce a partnership with the Montreal Canadiens of the National Hockey League (NHL). This partnership brings together two iconic Quebec organizations that, each in their own field, inspire passion, push the limits of performance, and have held a special place in the hearts of Quebecers for generations.

In addition to benefiting from visibility throughout the hockey season as a proud partner of the team, BRP will permanently display Can-Am and Ski-Doo vehicles at the Bell Centre and will be actively involved with the community and the Canadiens Children's Foundation, notably by participating in the 2026 edition of the Montreal Canadiens' annual golf tournament.

"We are honored to partner with an organization whose values align so closely with our own," said Josée Perreault, Chief Marketing Officer at BRP. "Proud of their Quebec roots, our two



organizations share a rich heritage, a strong sense of belonging to our communities, and a shared commitment to creating unforgettable experiences for people.”

“We are extremely proud to welcome BRP into our family of partners,” said Luigi Carola, Senior Vice President of Corporate Partnerships at Groupe CH. “Can-Am, Ski-Doo, and Sea-Doo embody boldness and a passion for performance—values that resonate with our organization. This partnership will allow us to bring together two Quebec icons whose influence extends far beyond our borders.”

To kick off the 2026–2027 hockey season, BRP will play a key role in the Montreal Canadiens’ annual golf tournament for the Canadiens Children’s Foundation. As part of a [silent auction](#), tournament participants will have the chance to win a [BRP Experiences](#) adventure or a Can-Am Outlander all-terrain vehicle, a total contribution of more than 16,500 CAD. A Can-Am Defender side-by-side vehicle featuring the Canadiens’ colors will also serve as a refreshment cart throughout the tournament.

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.

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For media enquiries:

Stéphanie Giroux
Media Relations
media@brp.com