



MEDIA ADVISORY

BRP'S FIRST ANNUAL SHAREHOLDERS' MEETING: GUIDED TOURS OF ITS DESIGN & INNOVATION CENTRE AND ASSEMBLY LINE

Valcourt, Québec, May 14, 2014 – BRP Inc. (TSX: DOO) will hold its first annual shareholders' meeting in Valcourt, on Thursday, June 12, 2014 at 1 p.m. in the Laurent Beaudoin Design & Innovation Centre. Laurent Beaudoin, chairman of the Board of Directors, and José Boisjoli, president and chief executive officer, will present the fiscal year 2014 results in a setting showcasing BRP's world-class innovation DNA.

DATE:	Thursday, June 12, 2014
TIME:	1 p.m. EDT
WHERE:	Design & Innovation Centre 754 St-Joseph St., Valcourt, Québec J0E 2L0

This meeting will be webcast live on the Internet. Click [here](#) to access the session. The presentation will be in French with simultaneous English translation available. An archived audio webcast will be available 2 hours after the event for 30 days at the link [here](#).

This event being BRP's first annual meeting since its listing on the stock exchange in May 2013, BRP will open the doors of its Design & Innovation Centre to its shareholders and members of the media: a unique opportunity to discover how tomorrow's recreational vehicles are conceived. BRP is also offering the possibility to visit the Sea-Doo watercraft assembly line. Registrations must be made prior to June 9, 2014. For more information on the visits, click [here](#).

We are also offering a shuttle service departing downtown Montréal either at 8 a.m. or 10:30 a.m.

José Boisjoli and Sébastien Martel, chief financial officer, will be available for questions from the media for a 30-minute period following the annual shareholders' meeting.

Note that the conference call intended for investors and financial analysts on the results of the first quarter of the fiscal year 2015 will be held the same day at 10 a.m. Details to follow.

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 billion from 105 countries, the Company employs approximately 7,100 people worldwide.

www.brp.com
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