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Press release

BRP'S 2015 SKI-DOO LINE-UP

BRP continues its innovation leadership with more industry firsts:

- **Longest track in the industry**
- **Only finger-operated throttle on all Rotax ACE engine-equipped models**
- **New front suspension**

Québec City, Québec, March 4, 2014 – BRP today introduced at its semi-annual dealer meeting held in Québec City, Québec, the 2015 Ski-Doo snowmobile line that continues to bring industry firsts and innovation to the market.

Some 1,200 Ski-Doo representatives from Canada, the United States, Russia and South Korea witnessed the unveiling of the new Ski-Doo Summit X snowmobile with T3 package, the Renegade XRS model and the expansion to more models of ground-breaking technologies like Intelligent Throttle Control (iTC) and Rotax Advanced Combustion Efficiency (ACE) engines, plus improved systems like the new Response Angle Suspension (RAS 2) front suspension.

“The great winter season in most markets has allowed the Ski-Doo brand to expand its market share in North America to record levels by having the technology and products buyers were looking for,” said Yves Leduc, vice-president and general manager, North America division. “We are seeing the pay-off from our drive to improve the customer experience by providing innovative, reliable, high performing snowmobiles, as well as accessories and clothing that notably enhance the actual riding experience. The Ski-Doo brand keeps getting stronger as its market penetration in all segments increases every year.”

If there is one thing that defines BRP's approach to its Ski-Doo snowmobile offering, it is a drive to always move forward, as no manufacturer has delivered more innovations to snowmobiling than BRP over the past 12 seasons. That doesn't change for 2015. For the deep snow mountain market, the Ski-Doo Summit X model with T3 package delivers the longest standard track and tallest lugs ever offered by an OEM that will take riders even further in powder conditions. Trail riders will appreciate the new RAS 2 front suspension with improved big bump capabilities, improved roll centre and lighter weight, along with a new model, the Renegade XRS sled, for the most demanding crossover riders. And models equipped with Rotax 600 ACE engines get iTC technology added. Plus both 900 and 600 ACE-equipped sleds will see the only finger throttle offered by a manufacturer so riders can choose how they want to experience their ride for more comfort.

“The introduction of the 900 ACE engine in many models last season was a tremendous success worldwide and expansion this year will continue to build momentum not only for North America, but also for international markets,” said Chris Dawson, vice-president and general manager, International division. “Expanding this engine to our utility line of snowmobiles gives us a real advantage where buyers can now get all the benefits ACE and iTC deliver in both 600 and 900 versions.”

About BRP

Ski-Doo
Lynx
Sea-Doo
Evinrude
Rotax
Can-Am

BRP (TSX:DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles. Distributed in 105 countries, its portfolio of brands and products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am roadsters, Evinrude outboard engines, as well as Rotax propulsion systems. BRP employs approximately 6,800 people worldwide.

www.brp.com

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