



Press release

BRP WINS THE 2015 EUROPEAN INNOVATION AWARD



Lausanne, Switzerland, 16 February, 2015 – BRP received the Innovation award for its all-new Evinrude E-TEC G2 engine in the “Powerboat of the Year” category during the third FLAGSHIP NIGHT industry meeting of the Delius Klasing Verlag and Düsseldorf Boat Show held last January in Germany. The international expert jury consisted of test leaders and editors-in-chief from nineteen leading European sailboat and motorboat magazines.

The innovation award in the “Powerboat of the Year” contest underscores the success of the technical achievement of the Evinrude E-TEC G2 engine in the two-stroke direct injection technology field.

“While all other manufacturers are moving away from this technology,” the jury maintains, “BRP has succeeded in refining direct injection for two-stroke engines to the point that the emission values are significantly reduced without having to forfeit the advantages two-stroke engines are known for, such as high torque or good power-to-weight ratio. Furthermore, Evinrude E-TEC G2 engines require extremely low maintenance, which is also reflected in the five-year no dealer-scheduled maintenance.”

“We are honoured that European boating media selected BRP for this award,” said Chris Berg, global marketing director for the Evinrude portfolio, “as we made every effort to ensure that Evinrude E-TEC G2 engines would re-shape the existing outboard paradigm with no-compromise on customization, fuel-efficiency and performance.”

The G2 outboard, the next generation of Evinrude E-TEC engines, demonstrates BRP's long history of innovation with an audacious, ground-breaking design. The new outboard engines consume up to 15% less fuel, have up to 20% more torque than the leading four-stroke engines and produce 75% fewer emissions*.

BRP was also awarded the Innovation Award at the Miami International Boat Show held earlier in February.

The revolutionary Evinrude E-TEC G2 line-up offers a range from 200 H.O. to 300 HP. They are the first and only engines where the customer can choose their appearance thanks to a wide range of individually selectable colour combinations. Moreover, they are the only engines that set themselves apart with their simple clean rigging and completely integrated digital control unit. This innovation enables every customer to choose the perfect combination of boat and engine to suit their individual needs.

In addition, BRP's new engine comes with an unprecedented 5-5-5 offer: 5-year engine warranty**, 5-year warranty against corrosion and 500 maintenance-free operating hours so that customers can spend as much time on the water as they want.

BRP's Evinrude engine line-up from 3.5 to 300 horsepower offers customers superior value across a full range of applications. Engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at www.evinrudenation.com and customize your Evinrude E-TEC G2 engine at www.ChooseYourETEC.com. Follow us on Facebook at www.facebook.com/brpevinrude.

* Based on BRP internal tests.

** Available in select markets. (For North America, 3 years of BRP Limited Warranty plus 2 years of BRP Extended Service Terms – B.E.S.T.)

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.

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