



Press release

BRP AT THE FORMULA 1 GRAND PRIX DU CANADA 2014

TROPHIES, BOOTH, VEHICLES, AND MORE!

Valcourt, Québec, May 29, 2014 – BRP (TSX:DOO) will once again make its presence felt at the Formula 1 Grand Prix du Canada 2014 on June 6-7-8, at Circuit Gilles Villeneuve in Montréal, Québec.

“BRP is a good partner to have on board,” said François Dumontier, president and CEO of Octane Racing Group Inc., promoter of the Formula 1 Grand Prix du Canada. “They are passionate about what they do – be it award-winning powersports products or extraordinary trophies – and that makes them a great fit for us.”

For the fourth straight year, BRP has designed and produced the winning trophies. Shown to the public for the first time in the pits during the Open House on June 5, the first-place trophy will also be displayed all weekend in the BRP booth along with most of the BRP brand portfolio: Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax and Can-Am.

New this year, a special race edition of the Can-Am Spyder, an accessorized ST-S model featuring a one-of-a-kind coloration, will be displayed in BRP’s booth. This vehicle, valued at \$32,000, will be sold at auction during the Grand Evening on June 5, the official opening night of the Formula 1 Grand Prix du Canada that benefits *Moisson Montréal* and the *Fondation de l’Hôpital du Sacré-Coeur de Montréal*.

“BRP is proud to support the Formula 1 Grand Prix du Canada again this year as we know that our fans are F1 fans – as we at BRP are as well,” said José Boisjoli, president and CEO. “Creating a unique Can-Am Spyder for the Grand Evening was a fun way for us to show our passion for powersports.”

What’s more, 10-year-old William Chayer and 23-year-old Ben Cooper, the two Canadian world champions of the Rotax world championships of karting, will sign autographs on Saturday, June 7 at 11:30 a.m. Come meet these young pilots and see their passion for yourselves at the BRP booth, near the Pont du Cosmos!

BRP’s sponsorship also includes 40 Can-Am ATVs and side-by-side vehicles, including a number of Can-Am Commander electric side-by-side vehicles.

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

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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About Octane Racing Group Inc.

A Canadian company established in Montréal, Octane Racing Group Inc. is the promoter of the Formula 1 Grand Prix du Canada by virtue of an agreement made with Formula One Administration Limited and Formula 1 World Championship Limited (together the holder of commercialization rights to F1).

www.circuitgillesvilleneuve.ca

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