



BRP APPOINTS MEDIACOM NORTH AMERICAN MEDIA AGENCY OF RECORD

July 6, 2016

- Selection follows competitive multi-agency review

Valcourt, Québec, July 6, 2016– BRP (TSX:DOO) has selected MediaCom as its North American media agency of record. The appointment follows a competitive review and includes all media strategy, planning and buying.

"We are very driven to grow our brands, and we look forward to working with MediaCom on the development of a fully-connected market strategy," said Louis Levesque, BRP's vice-president, Global Marketing and Consumer Experience. "Innovation and passion are at the heart of our business and both came through strongly in MediaCom's pitch and client experience."

"BRP holds an incredible amount of consumer data, and we are looking forward to partnering with them to transform that information into strategic insights and effective action," said Axel Dumont, CEO of GroupM Montreal. "The company's ambition will also enable GroupM and MediaCom to invest in and nurture skilled digital and media experts in the Montreal market."

MediaCom will manage the BRP account from its Quebec office.

About MediaCom

MediaCom, The Content + Connections Agency, works on behalf of its clients to create a step change in business performance by leveraging their brands' entire system of communications across paid, owned and earned channels. One of the world's leading media communications specialists, with billings exceeding US\$33 billion (source: RECMA 2015), MediaCom employs 6,500 people in 125 offices across 100 countries around the globe. For more information, visit www.mediacom.com.

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\$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.

www.brp.com

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