



EVINRUDE E-TEC G2: EXPERIENCE THE OUTBOARD OF THE FUTURE FOR YOURSELF

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Get onboard for a test ride of the new Evinrude E-TEC G2 engine. © BRP 2015

Sturtevant, Wisconsin, June 1, 2015 – Consumers can now test ride BRP's all-new Evinrude E TEC G2 engine at select locations across the country. First introduced at boat shows this winter, consumers can now experience the unrivalled performance and bold, breakthrough design of the outboard of the future during scheduled demo events.

"The Test Ride event is the perfect opportunity for you and your family to get out on the water and experience the power and performance of the Evinrude E-TEC G2 outboard," said test ride customer Stefanie Hurt. "I guarantee you will walk away nothing less than extremely satisfied."

The test ride program incorporates local dealer events, FLW fishing tournaments, boat shows and community events. All events offer opportunities to experience Evinrude E-TEC G2 engines through the summer and into the fall. Boaters can learn about dates and test-ride opportunities near them at the test-ride website, www.evinrudetestrides.com.

"The Evinrude test-ride program gives boaters the chance to experience the thrill of Evinrude E-TEC G2 outboards," said Chris Berg, director of marketing and strategic planning for the Evinrude brand. "It's one thing to read or hear about the power, performance and fuel economy. It's something else altogether to get behind the helm, throw down the hammer and experience it firsthand."

The Evinrude E-TEC G2 engines range from 200 hp to 300 hp, delivering up to 20% more torque, up to 15% better fuel efficiency and up to 75% fewer total regulated emissions than leading competitive four-stroke engines*. In addition, the Evinrude E-TEC G2 engine offers great value backed by one of the industry's best warranties and five years or 500 hours of no dealer-scheduled maintenance.

BRP's Evinrude engine line-up from 3.5 to 300 hp 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 follow us on [Facebook](https://www.facebook.com/evinrude). To learn more about the Evinrude E-TEC G2 line-up, go to www.chooseyouretec.com.

* Based on BRP internal tests.

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\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.

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For high-resolution images, please access [BRP's Evinrude Media Centre](#).