



BRP SHOWCASES PROMISING ALTERNATIVE FUEL DURING MIAMI BOAT SHOW

February 12, 2015

BRP Showcases Promising Alternative Fuel during Miami Boat Show

NASCAR Sprint Cup Series Driver Jeffrey Earnhardt Sits on the Recently-Unveiled Can-Am Spyder F3 Turbo Concept Vehicle

- Test rides to demonstrate promising results for biobutanol fuel blends in marine applications.

Miami, Florida, February 12, 2015— BRP will showcase, through its Evinrude brand, the alternative fuel biobutanol, a promising second-generation biofuel, during test rides at the Miami International Boat Show.

BRP's Evinrude engineers have been collaborating for four years with the National Marine Manufacturers Association (NMMA) and several engine and boat manufacturers in the testing of advanced alternative fuels for use in recreational marine engines and boats.

Supported by the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy and Argonne National Laboratory, BRP has been integral to the four-year comprehensive testing program that includes the American Boat and Yacht Council (ABYC) and other boat and engine manufacturers across the industry.

"Boaters have the opportunity to test how the fuel works first-hand here at the show, and that's definitely part of the equation in creating interest and demand for this next-generation biofuel," said Jeff Wasil, engineering manager in Emissions Testing, Certification and Regulatory Development for BRP's Marine Propulsion Systems division. "We've been collaborating across the industry for several years and have published multiple papers on our findings. The data, paired with the experience, will definitely help us move the fuel conversation forward."

Testing included measurements of gaseous and particulate engine exhaust emissions, combustion analysis, cold start, run ability, durability and more. The team tested many engine technologies from engine and boat manufacturers including 4-stroke carbureted and fuel-injected outboard engines, conventional 2-stroke carbureted outboard engines, stern drive engines and E-TEC direct fuel injection outboard engines.

Ongoing research in the industry has been exploring cost-effective fuel alternatives. Other higher ethanol blends such as E15 have caused issues in recreational marine engines, including fuel phase separation, fuel system compatibility issues and engine failures. These issues have driven the marine industry to explore alternative biofuel solutions like biobutanol.

The team accumulated thousands of marine engine and boat test hours in the study and the results suggest that biobutanol blends up to 16.1 percent can be used in marine engines and boats without deterioration of engine or boat performance. The researchers found no engine durability or exhaust emission failures throughout the test program.

Although the availability of biobutanol fuels at marinas and boat fueling stations is expected to take time, sharing marine industry research on biobutanol fuels is essential to creating a market and an adoption of this fuel.

BRP's Evinrude team will be offering test rides for media and consumers on a 25 Bay Boat by Creville Boats powered by an Evinrude E-TEC G2 300 HP engine, in slip #207 at the Miami Convention Center marina. Boaters are welcome to discuss the fuel's efficiency and viability while experiencing the engine's performance.

All Evinrude engines continue to be approved for up to 10 percent ethanol (E10) fuels.

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 follow us on Facebook at www.facebook.com/brpevinrude.

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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