



BRP WELCOMES A NEW MEMBER TO ITS MANAGEMENT COMMITTEE AND ANNOUNCES A NEW MANAGEMENT STRUCTURE FOR ITS EUROPEAN ACTIVITIES

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Sandy Scullion, vice-president and general manager, BRP Global Sales and Consumer Experience

Valcourt, Quebec, August 29, 2016 – BRP (TSX:DOO) announced a reorganization of the general management of its Global Sales and Consumer Experience division as well as a new organizational structure for the management of its activities in Europe. As of today, Sandy Scullion is appointed vice-president and general manager, BRP Global Sales and Consumer Experience. Mr. Scullion is now a member of the company's Management Committee and will report to José Boisjoli, BRP's president and chief executive officer.

Mr. Scullion has worked for BRP for over 20 years and has extensive experience in the North American and European markets of the recreational industry. Since 2014, he has been the vice-president and regional manager responsible for all BRP activities in Western Europe, the Middle East and Africa.

In light of this appointment, BRP announced a new organizational structure for the management of its activities in Europe. This structure is intended to strengthen BRP's presence throughout the entire European region, increase operational efficiency and take advantage of synergies arising from the consolidation of activities. The Scandinavia, Eastern Europe and Russia regions will now be grouped with the Western Europe, Middle East and Africa regions. Steve Pelletier becomes vice-president and regional manager of the new region. Mr. Pelletier has worked for BRP since 2004 and was previously the vice-president of Finance for BRP's Global Sales and Consumer Experience division.

This consolidation also brings changes to Lynx snowmobile production management in Rovaniemi, Finland. Thomas Uhr, vice-president, BRP-Powertrain and general manager, BRP-Rotax, will oversee all manufacturing and engineering operations for Europe, including those activities based in Rovaniemi and in Gunskirchen, Austria.

"I would like to congratulate Sandy Scullion, Steve Pelletier and Thomas Uhr, three talented managers who have many years of experience with BRP and in the recreational industry," said José Boisjoli, BRP's president and chief executive officer. "Their skills and expertise will be precious assets in the pursuit of our growth."

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.

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