



MEDIA CONVOCATION - BRP

Mars 10, 2016

TORONTO, March 10, 2016 /CNW/ -

SUBJECT: BRP, and its Can-Am brand, Go FAS Racing Canada and Canadian Tire Motorsport Park are inviting media members for the unveiling of a few important announcements for stock-car racing in Canada.

WILL BE PRESENT:

Mr. Louis Lévesque

Vice-President, Global Marketing and Consumer Experience at BRP

Mr. Ron Fellows

Auto racing icon and co-owner of Canadian Tire Motorsport Park

Mr. Alain Lord Mounir

Owner, Go FAS Racing Canada

Mr. Alex Labbé

Promising stock car driver

DATE : Friday, March 11th, 2016

2:00PM

LOCATION : NASCAR Booth

Motorama Custom Car and Motorsports Expo

International Center - Halls 1,2 & 4

6900 Airport Road

Mississauga, (Ontario)

INTERVIEWS/PHOTOS/VIDEO :

All attending participants named in this invitation will be available for individual interviews after the formal portion of the press conference. Please confirm your attendance and send any particular requests to magali.valence@brp.com.

SOURCE BRP