



## **BRP INVITES WISCONSIN SNOWMOBILERS TO PARTICIPATE IN FREE AVALANCHE AWARENESS SEMINARS**

November 5, 2015

BRP invites Wisconsin snowmobilers to participate in free avalanche awareness seminars

MILWAUKEE, WI, Nov. 5, 2015 /PRNewswire/ - For the sixth straight year, BRP (TSX: DOO) is taking the lead in promoting avalanche education and awareness by sponsoring nearly 60 free seminars throughout North America. The seminars offer fresh, renewed and relevant content for riders of all skill levels, and riders of all brands are welcome and encouraged to attend. Two will be held in Wisconsin this week:

- Appleton, WI, November 12<sup>th</sup>, at 6 p.m. – Ecklund Motorsports
- Johnson Creek, WI, November 13<sup>th</sup>, 6 p.m. – Rob's Performance Motorsports

As more Midwestern snowmobilers head west to enjoy the deep powder snow, the need for bringing seminars to this area has increased.

More than 10,000 attendees have taken part in Ski-Doo-sponsored avalanche awareness seminars since 2009. This season, the seminars are enhanced with new content and techniques so that participants – first time or returning – will find it extremely beneficial. Those who register are also encouraged to bring their friends and riding buddies to ensure those they ride with are also well informed.

"Snowmobilers' safety comes first for BRP, which is why we are involved in the promotion of avalanche education," said Mathieu Laforest, Global Ski-Doo Marketing director. "Together with our dealers, we've worked very closely with experts to design seminars that are engaging, educational and entertaining for snowmobilers."

Seminars will be led by Mike Duffy of Avalanche 1, a recognized snowmobile expert in avalanche awareness. Duffy has American Avalanche Association Level I & II and AvPro Level III certification, teaches at Colorado Mountain College and Silverton Avalanche School, and has been giving snowmobile-specific avalanche classes since 1996. Duffy has more than 25 years of mountain riding and mountain rescue experience. This is his fifth year working with BRP.

### **How to participate**

Seminars are open to owners of all brands of sleds. For up-to-date information on locations, times or to register for an avalanche awareness seminar or more information, visit:

the Ski-Doo website at <http://www.ski-doo.com/community/events> or the Ski-Doo Elevation Mountain Blog <http://mountainblog.ski-doo.com> and be sure to follow Ski-Doo Mountain on Facebook at [facebook.com/SkiDooMountain](https://www.facebook.com/SkiDooMountain)

Seminars are usually combined with an open house or specially geared mountain-riding event. Participants are encouraged to register with the host dealer to help plan meeting space and ensure a spot.

### **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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