



BRP INVITES ALBERTA SNOWMOBILERS TO PARTICIPATE IN FREE AVALANCHE AWARENESS SEMINARS

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LETHBRIDGE, AB, Sept. 24, 2015 /CNW Telbec/ - 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 next week in Alberta with more to follow in October and November :

- Lethbridge, October 2nd, at 6 p.m. – New Way Motorsports
- Brooks, October 3rd, at 1 p.m. – A&E RV Sales & Service Ltd

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 Jeremy Hanke, a recognized avalanche professional, a member of the Canadian Avalanche Association (CAA) advisory board and one of the creators of Throttle Decisions, a renowned avalanche safety awareness video. Jeremy is an AST 2 certified instructor.

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>
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>

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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