



Alumacraft Awarded its Third Consecutive NMMA CSI Award for Customer Satisfaction

Marzo 4, 2021

Sturtevant, Wisconsin, March 4, 2021 –BRP (TSX:DOO; NASDAQ:DOOO) announces Alumacraft is a recipient of a Customer Satisfaction Index (CSI) Award from the National Marine Manufacturers Association (NMMA) for exceptional customer service. The 2020 Marine Industry CSI Award in the Aluminum Outboard Boats category marks the third consecutive CSI awarded to Alumacraft. Award recipients were acknowledged on March 4th during a virtual presentation.

The Marine Industry CSI Awards honor boat and engine manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers. Award recipients achieved an independently measured standard of excellence of 90 percent or higher in customer satisfaction over the past program year, based on information provided by customers purchasing a new boat or engine during the period between January 1, 2020 and December 31, 2020.

“We are honored to receive this prestigious award,” said James Heintz, director of Global Product Management, BRP Marine. “Alumacraft is a storied brand that has been in production for over 75 years. Participating in the NMMA CSI program allows us to review the honest feedback of owners, then use that feedback to adapt to the ever-evolving desires of our customers and keep the overall experience top of mind for future generations.”

For more information about Alumacraft or its entire line of award-winning aluminum fishing boats, visit, www.alumacraft.com.

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About BRP

We are a global leader in the world of powersports vehicles, propulsion systems and boats, built on over 75 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am on- and off-road vehicles, Alumacraft, Manitou, Quintrex, Stacer and Savage boats, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. We complete our lines of products with a dedicated parts, accessories and apparel business to fully enhance the riding experience.

With annual sales of CA\$6.1 billion from over 120 countries, our global workforce is made up of approximately 12,600 driven, resourceful people.

www.brp.com

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