



## BRP PUSHES THE LIMITS ONCE AGAIN WITH THREE MAJOR INNOVATIONS FOR 2017

August 17, 2016



2017 Can-Am Maverick X3  
side-by-side vehicle



2017 Sea-Doo Spark TRIXX  
PWC



2017 Can-Am Spyder F3 Limited  
On-road vehicle

**Orlando, Florida, August 17, 2016**—BRP(TSX:DOO) unveiled many new products last night to a group of dealers from more than 60 countries. Three notable innovations were the Can-Am Maverick X3 model, an all new side-by-side vehicle specifically designed for extreme powersports, the Sea-Doo Spark TRIXX PWC, a new way to have fun on the water, and the Can-Am Spyder F3 Limited, the ideal on-road vehicle for weekend getaways.

The boldness of the Can-Am Maverick X3 side-by-side vehicle, designed for adrenaline junkies, attracted lots of attention. By combining agility, performance and design to create a unique vehicle, BRP has clearly set itself the goal of offering a real leader in this segment.

"After the launch of the Can-Am Defender vehicle in September 2015 and the six-passenger Defender MAX model in March 2016, the Can-Am Maverick X3 side-by-side is the third vehicle demonstrating our commitment to launching a new side-by-side vehicle every six months through 2020," said BRP's president and CEO, José Boisjoli.

The Sea-Doo Spark TRIXX PWC promises to revolutionize the world of personal watercraft by presenting a new generation of buyers with a vehicle that will allow them to easily pull off the kind of moves once reserved for professionals. This model combines the lightness and agility of the Spark model all while offering a brand new experience on the water.

The Can-Am on-road brand introduced the new Can-Am Spyder F3 Limited. Like the rest of the Can-Am Spyder F3 series, this all new model offers several riding positions, a muscular design and additional storage space. With this vehicle, BRP meets the needs of its consumers and offers new enthusiasts and seasoned riders alike an ideal vehicle for weekend getaways among friends and long escapades with spouses.

"I'm proud of the work of the BRP team, who supports our commitment by delivering quality products that satisfy the wishes of our consumers," added Boisjoli.

For more details on the 2017 Sea-Doo personal watercraft line-up, [click here](#).

For more details on the 2017 Can-Am off-road line-up, [click here](#).

For more details on the 2017 Can-Am on-road line-up, [click here](#).

#### **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.

[www.brp.com](http://www.brp.com)

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#### **For information:**

Ana Rosa Mariscal  
Corporate Communications, BRP  
Tel.: 819-820-5499

[anarosa.mariscal@brp.com](mailto:anarosa.mariscal@brp.com)