



BRP FOCUSES ON FUN, AFFORDABILITY AND PERFORMANCE WITH INTRODUCTION OF 2017 SEA-DOO WATERCRAFT MODELS

August 16, 2016



2017 Sea-Doo Spark TRIXX watercraft

Orlando, Florida, August 16, 2016 – BRP (TSX: DOO) continues to expand and improve its industry-leading watercraft lineup with the introduction of new Sea-Doo models and a new Rotax Advanced Combustion Efficiency (ACE) power plant. The 2017 Sea-Doo line introduces a new way to play with the Sea-Doo SPARK TRIXX, an unbeatable price-point with new GTS/GTI models and more performance in the mid-range with a GTR-X 230 powered by a new Rotax 1500 HO ACE engine.

"The Sea-Doo watercraft line has never been stronger," said Anne Bélec, SVP Global Brand, Communications and PAC at BRP. "By offering new models that continue to focus on rider needs such as affordability and efficiency, and of course fun, more people can find the right model for them and make the dream of owning a Sea-Doo watercraft a reality."

The SPARK TRIXX model is the Sea-Doo watercraft that changes the game, and invents new ones, with features that leverage the light and nimble handling of the SPARK model to offer new ways to play on the water.

The 2017 SPARK TRIXX model comes equipped with numerous innovations including handlebar with adjustable riser, step wedges and extended-range Variable Trim System (VTS), all of which help riders perform tricks like a pro.

2017 Sea-Doo GTS and GTI models are the lightest, most fuel-efficient and offer the greatest value of any full-size watercraft on the market. Each features a compact and efficient Rotax 900 HO ACE engine and lightweight and tough Polytec hull material, which has proven performance and durability throughout the past three years in the industry's best-selling model, the Sea-Doo SPARK watercraft.

Also new to the Sea-Doo lineup for 2017 is our Rotax 1500 HO ACE engine. Thanks to its ACE design, the 1500 HO ACE offers more mid-range performance, produces 15 more horsepower than the previous generation and is optimized for regular fuel instead of premium gas. This new engine also features a low-maintenance supercharger. The Rotax 1500 HO ACE powers the 2017 Sea-Doo GTR-X 230, as well as the GTR 230, WAKE PRO 230 and GTX Limited 230 models.

The Sea-Doo GTR-X 230 watercraft extends the brand's X-package offering to a new model and includes the exclusive Ergolock system, which allows riders to better connect to the machine during riding.

With the widest selection of models in the industry, BRP offers the right Sea-Doo watercraft model to fit any watersports enthusiast's desires, at a price that makes it possible for more to live the Sea-Doo life.

Follow Sea-Doo and the #SEADOO LIFE on Facebook at www.facebook.com/seadoo and on Instagram and Twitter @brpseadoo.

For a complete view of the 2017 Sea-Doo watercraft line and to find authorized Sea-Doo watercraft dealers, visit www.sea-doo.com.

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

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