



BRP TO BE WELL REPRESENTED AT THE GRAND PRIX DE TROIS-RIVIÈRES

August 9, 2016

TROIS-RIVIÈRES, QC, Aug. 9, 2016 /CNW Telbec/ - BRP (TSX: DOO) will join NASCAR racing enthusiasts at the Grand Prix de Trois-Rivières, which will take place from August 6 to 14. In addition to being the title sponsor of the *Les 50 tours Can-Am* race, with two cars from the Go FAS Racing team on the track, BRP will present the full line of its Can-Am on- and off-road products.

BRP, official sponsor of the Go FAS Racing team on the Canadian and US NASCAR circuits, is also proud to have two drivers taking part in the *Les 50 tours Can-Am* race on the Trois-Rivières track. Alex Labbé, a young driver who has had a very successful 2016 season thus far on the NASCAR Pinty's Series, even chalking up the first win of his career, will be racing the #32 car. Jeffrey Earnhardt, a driver with the Go FAS Racing team in the American NASCAR Sprint Cup series, will also be at the wheel of a car proudly sporting the Can-Am brand's yellow and black.

"We are very pleased to be connected to a Canadian NASCAR racing team and sponsoring the Grand Prix de Trois-Rivières, a prestigious Quebec event at the heart of the Canadian automobile racing circuit. It's also a unique opportunity to meet enthusiasts and share our new Can-Am products with them," said Jean Fleury, director, Global Product Strategy and Business Development.

BRP will be present at the event on the following dates:

Thursday, August 11, 2016

- **5:30 p.m.:** The Hauler Parade from the Porte Pacifique-Duplessis to Harbourfront Park will be led by Jeffrey Earnhardt, who will be driving a Can-Am Spyder vehicle in the colours of the *Les 50 tours Can-Am* race.
- **6:00 p.m.:** Autograph signing at Harbourfront Park featuring Go FAS Racing drivers Alex Labbé and Jeffrey Earnhardt, among others.

Friday, Saturday and Sunday, August 12–14, 2016

- **Starting at noon Friday as well as Saturday and Sunday from 8 a.m.:** The BRP and Can-Am booth will be open inside the Depailler section (at the base of the Coors Light walkway).
 - At the booth, visitors will be able to discover the most recent models of Can-Am Spyder vehicles, including the Can-Am Spyder F3 Turbo Concept and the Can-Am Spyder F3-S Daytona Edition, as well as a display of all-terrain and side-by-side vehicles.
 - There will also be a contest giving visitors the chance to win a Can-Am vehicle of their choice.

Sunday, August 14, 2016

- **Noon:** Autograph signing right on the racetrack with Go FAS Racing drivers Alex Labbé and Jeffrey Earnhardt, among others.

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 vehicles, 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.

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