BRP WINS RED DOT AWARD FOR ITS RENOWNED BRAND

August 26, 2019

Valcourt, Quebec, August 26, 2019 – The hard work of BRP's teams, fueled by the company's high standards for innovation and creativity, has been recognized at the Red Dot: Brands & Communication Design awards. BRP was awarded a prestigious Red Dot prize for the outstanding design of its corporate brand in the Transportation Brand Category, among nearly 9,000 entries coming from agencies and companies around the globe.

"Receiving this award is a true honour," said Anne-Marie LaBerge, Senior Vice President, Global Brands and Communication. "For two years, our teams committed themselves to finding the best way to humanize the BRP brand and bring to life incredible experiences it delivers to our customers, every day. Our rebranding was not about changing our logo but about looking inside ourselves to truly determine how to best connect with the hearts and minds of our communities of riders. This initiative was about our people, our values, and finding a uniting purpose for all BRP employees, and we are so proud that our efforts have been recognized by Red Dot," she added.

What is the inspiration for the BRP brand journey?
BRP's brand evolution journey started in May 2016 when its corporate brand was facing three main challenges. First, for a company focused on providing unforgettable adventures to its customers, the messages and orientation of the public image were often solely about the technical capacities and innovative design behind the products, rather than the experiences they allow. Second, customers and other external audiences were aware of BRP's product brands, but not the BRP corporate brand, making it difficult for them to foster emotional connections with BRP.

Third, when BRP became an independent company in 2003 after the recreational products division of Bombardier broke away, the BRP brand was not distinguished clearly enough from the original brand and to many consumers (and the public at large),. To address these challenges, BRP initiated a brand evolution project to define and communicate who BRP is and why we exist.

With over 75 years in the recreational powersports and marine industry under its belt, BRP was more than ready to stand out as the leader that it is. The updated brand comprises our purpose, positioning in the market, points of difference, character and tone, values, promise, and visual identity. It is an honour to be recognized by Red Dot for this work and how well we have been able to capture and communicate our brand.

Learn more about the BRP brand.

About the Red Dot Design Award
To appraise diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design, and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot distinction has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.

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 and Telwater 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 clothing to fully enhance the riding experience. With annual sales of CA$5.2 billion from over 120 countries, our global workforce is made up of more than 12,500 driven, resourceful people.

www.brp.com
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