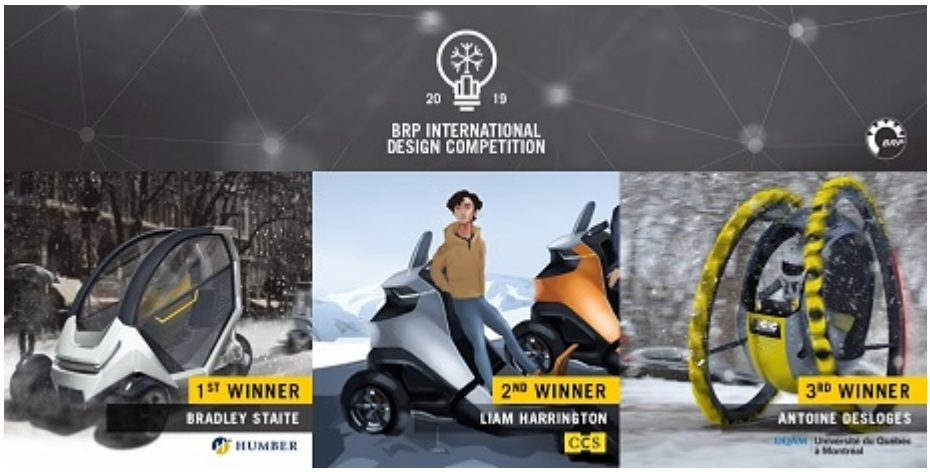
BRP REVEALS WINNERS OF 4TH EDITION OF ITS INTERNATIONAL DESIGN COMPETITION

June 16, 2020



Valcourt, Quebec, June 16, 2020 – BRP (TSX:DOO; NASDAQ:DOOO) has wrapped up the 2019 edition of its International Design Competition. The final round usually takes place in Rovaniemi, Finland, and finalists are flown in to pitch in person to the jury and attend the award ceremony. However, in view of the pandemic, BRP has had to draw on its creativity to find a way to make it happen and recognize the students' hard work.

Last April, out of the 61 concepts generated during the fall semester, the 11 finalists pitched via videoconference, presenting their concepts to the jury, and trying to convince them that theirs was the best design project.

The contenders – from six design schools in areas of harsh winter conditions, namely Canada, the United States, Finland and Denmark – showcased their skills as they worked on sustainable mobility solutions that imagine alternative means of transportation that reduce the environmental footprint.

The challenge

Participants were tasked with creating an electric alternative to the car, for safe travel within and outside of cities, with enough storage capacity for daily needs, and suitable for all roads except highways. The e-vehicle also needed to be easy to drive and connected, as well as to appeal to Gen Y and Gen Z.

Selection criteria
Submissions were evaluated by the jury based on:

1. Demonstrated understanding of the customer's lifestyle (5/100 points)
2. Research and design (15/100 points)
3. Ideation (20/100 points)
4. Design (40/100 points)
    - Innovation
    - Functionality and human factors (ergonomics)
    - Feasibility in line with targeted consumers
    - Aesthetics
    - Optional model
5. Overall creativity (10/100 points)
6. Overall presentation (10/100 points)

The jury was made up of:

- Denys Lapointe, Senior Vice-President, Design, Innovation & Creative Services, BRP, Chairman of the Jury
- André Côté, Manager, Advanced Concepts Design, BRP
- Risto Perttula, Director of Engineering for LYNX, BRP
- Tapani Hyvönen, CEO, Hyvonen Design Ltd.
- Päivi Tahkokallio, Founder and CEO of Tahkokallio Design+, and President of BEDA - The Bureau of European Design Associations

And now, for the winners…
Bradley State, from Humber University in Ontario, won the judges over with his three-wheeled concept, earning first prize: a paid internship at our state-of-the-art Design & Innovation Center in Valcourt, Canada. When the situation allows, Bradley will be able to bring to life a full-size 3D model of his winning design, alongside our talented multidisciplinary team from around the world.

Congratulations are also in order for Liam Harrington, from College of Creative Studies (CCS) in Detroit, and Antoine Desloges, from Université du Québec à Montréal (UQAM) in Quebec, who won second and third place respectively, each bringing home monetary prizes. In addition, Thomas Philipona, from UQAM in Quebec, and Valtteri Valli, from Lahti University of Applied Sciences (LAMK) in Finland, were recognized with honourable mentions.

Building tomorrow's technology, today
As a leader in its industry, BRP is constantly incorporating the latest trends into our efforts to create new ways to move people, and our International Design Competition is a great way to get students in on the action.

"The competition is as exciting for us as it is for these young visionaries, and it's always a pleasure to collaborate with designers of the future," said Denys Lapointe, Senior Vice-President, Design, Innovation & Creative Services at BRP. "While this was not the way I imagined this year's International Design Competition, I couldn't be prouder of what the students have successfully accomplished, despite these challenging times. We're impressed with the bold designs presented during this fourth edition of the competition, and we are thrilled to welcome Bradley to our team, as soon as the context allows it. We look forward to helping him bring his winning concept to life as a full-size mock-up," he concluded.

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 clothing 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 more than 12,600 driven, resourceful people.
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For information:
Elaine Arsenault
Senior Advisor, Media Relations
Tel.: 514.238.3615
media@brp.com