BRP WINS THREE PRESTIGIOUS RED DOT DESIGN AWARDS

June 23, 2020



Valcourt, Quebec, June 23, 2020 – BRP starts the summer with three prestigious Red Dot Design Awards. We are passionate for innovation and determined to push the limits at every new product launch, thanks to the combined efforts of BRP experts from different departments. The winners are:

- Can-Am Spyder RT 2020
- Rotax Sonic E-Kart
- 2020 Sea-Doo GTI

“These three awards are the result of a team effort. Every year, we strive to go further in terms of design and technology. I hope that next year we will even go beyond aiming customer and industry expectations”, says Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services at BRP.

Over the last two years, BRP has received a total of 22 design awards for its innovative products, and the design team intends to outdo itself again in 2020.

Product highlights

Can-Am Spyder RT 2020
This vehicle is the pinnacle of open-road touring. Its modern design is innovative, with premium features focused on making the ride more enjoyable. The Spyder RT enables easy riding for people who may not be comfortable on a regular motorcycle. It provides stability at rest – reducing the strength and skill level required to stop and go – and stability in motion – reducing the inherent risks of rough roads and the need for sharp manoeuvres.

Rotax Sonic E-Kart
Using a fully electric drivetrain to deliver 100% driving pleasure and pure emotion with zero emissions, racers can experience the best of real-world racing combined with video gaming fun with the Sonic E-Kart. Combined with the Rotax MAX Dome Center, capable of accommodating 12 Sonic E-Karts racing at a time, it enables a video game-like experience that is truly the first of its kind.

2020 Sea-Doo GTI
With its completely redesigned platform, the 2020 Sea-Doo GTI represents the perfect balance between fun, function and innovation, at amazing value. Redesigned to better match how consumers prefer to use the watercraft, the new model features more usable space, superior stability and easy-access storage. Sea-Doo’s design DNA can be clearly seen in the new GTI: it is spirited and playful, as well as technically advanced. Its design focuses on purity and simplicity, and highlights functionality.

About the Red Dot Awards
The Red Dot product design awards focus, among other things, on the design quality and innovation potential of the products submitted. The laureates of these awards are cutting-edge products, that set trends and pave the way for the future. Red Dot’s panel of approximately 40 experts carefully evaluates them to choose those that merit the distinction.

For more information on BRP’s 2020 Red Dot design awards, visit www.brp.com.

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 apparel business 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 approximately 12,600 driven, resourceful people.
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