Uncharted Society to Offer Experiences to Explore Epic Playgrounds on Sea-Doo, Can-Am or Ski-Doo Vehicles

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Uncharted Society provides experiential activities on BRP vehicles to offer adventure seekers the opportunity to explore every kind of playground without having to own their vehicle. ©BRP 2020

Valcourt, Quebec, Canada, July 9, 2020 – Today, BRP (TSX: DOO, NASDAQ: DOOO) launched a new pilot program, Uncharted Society, that will offer more than 40 expertly curated experiences using powersports vehicles in the United States. From the Grand Canyon, Zion National Park, the Gulf of Mexico, the Rockies, Joshua Tree, and many more bucket-list destinations, you will be able to live out unique experiences on Sea-Doo watercraft, Can-Am off road and on-road vehicles, and Ski-Doo snowmobiles.

At a time where everyone is looking for accessible and local options while respecting social distancing, these packaged adventures are the perfect solution. Convenient, easy and affordable, every outdoor enthusiast will find the adventure they're looking for. Uncharted Society gives adventure seekers an outlet to explore the unexplored in totally unique ways, and make what was once only accessible to a few, accessible to anyone. This new platform also allows BRP to give consumers the power to own the moment without having to own the ride with experiences enabled by the full line of BRP powersports products.

With these packaged adventures, we expect to encourage more outdoor enthusiasts to experience the thrill of powersports and for new audiences to live awesome adventures. This will in turn increase awareness of and access to BRP vehicles, and introduce them to a new generation that might not have had traditionally been exposed to the thrill of powersports.

"Over the past few months, we have been working with some of the best outfitters out there to reimagine powersports adventures and what they can offer to guests. Uncharted Society is our first step in making experiencing our products more accessible by bringing to the market a curated premium collection of adventures for all," mentioned Simon Cazelais, Director, Content Strategy & BRP-X Innovation Lab.

Our renowned expert outfitters

For each of our adventures, we are collaborating with the best certified local outfitters to ensure we provide the best, most memorable experience possible. **Wilderness Collective** offers a wide variety of adventures on various terrain types using different BRP product lines. "Our collaboration with Uncharted Society and BRP goes so much further than offering the best machines to our customers; we align on a passion for adventure, a deep understanding of our customers and a bold vision for the future of powersports adventures." Steve Dubbeldam, CEO of the Wilderness Collective.

Uncharted Society also announced an exclusive collaboration with **GetMyBoat**, the world's largest boat rental and water experience marketplace, to launch a series of Sea-Doo experiences and rental options to make the most of your summer on the water. "We are thrilled to team with Uncharted Society. Together, we are exposing a new generation to countless options of water experiences," Doug Bird, VP of Sales and Business Development, GetMyBoat.

For more information, visit unchartedsociety.com
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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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