BRP SHINES WITH PRESTIGIOUS HONOURS FROM GOOD DESIGN AUSTRALIA AND INTERNATIONAL DESIGN EXCELLENCE AWARDS

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Valcourt, Quebec, September 17, 2020 – BRP's innovations are recognized once again among the world's toughest design competitions. We won prestigious honours from two different design awards organizations: Good Design Australia and the International Design Excellence Awards (IDEA). These distinctions recognize the hard work of BRP's teams, who are passionate about, and determined to keep pushing the limits of innovation. The winning designs are:

Good Design Australia

- Sea-Doo GTI
- Can-Am Spyder RT
- Can-Am Maverick Sport XRC

IDEA

- EV concepts:

"I couldn't be prouder of the incredible work accomplished by our teams. Despite this year's unprecedented context, our team members have once again succeeded in pushing the envelope, going beyond customer and industry expectations," said Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services at BRP. "Having all these products recognized shows how BRP shines on the world stage for design, alongside many great industry innovators," he added.

Over the past two years, BRP has received a total of 40 international design awards.

Comments from the Good Design Australia Awards Jury

- **Sea-Doo GTI**

"The new GTI is a significant step forward for Sea-Doo. A well resolved evolution of an earlier product that is nicely executed and well finished. The addition of more usable space, superior stability, and easy-access storage will be valued by end users. The ability to customize the craft for different applications via the removable rear seat and LinQ attachments adds an appreciable degree of extra versatility, as does the three-up seating potential."

- **Can-Am Spyder RT**

"The Can-Am Spyder RT is a progressive and positive move when compared to the previous model. The team at BRP researched current owners, market trends and technologies to understand the opportunities to evolve the next generation Spyder RT. The result is a total redesign of the Spyder RT skin and the addition of more function, more luxury, more features, new aggressive styling, better ergonomics and more opportunities for customization and accessorizing. Innovation is evident throughout the redesign."

- **Can-Am Maverick Sport XRC**

"This beast is designed for purpose and makes no excuses for its aggressive and mechanically inspired style. The Ergolock cockpit with industry-leading occupant space, is simple and functional adding to the purposeful and performance messaging. The designers and engineers have developed the most compact and capable side-by-side on the market that looks like it can cross any terrain thrown at it."

How IDEA defines excellence

IDEA recognizes products and services that encourage, inspire, and push our industry forward. Each year the jury reviews entries across 5 criteria: design innovation, benefit to user, benefit to client and brand, benefit to society and appropriate aesthetics.

BRP was recognized with the BRONZE IDEA award for its six electric concepts introduced last year in Las Vegas.

About Good Design Australia

Good Design Australia is one of the oldest and most prestigious international design awards in the world, promoting excellence in design and innovation since 1958.

About IDEA Awards

The International Design Excellence Awards (IDEA) is one of the world's most rigorous and prestigious design competitions. IDEA set the benchmark for what a design award represents and has endured to become a career-defining catalyst for those talented enough to win.

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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