BRP WINS BEST OF THE BEST AND THREE PRESTIGIOUS RED DOT DESIGN AWARDS

Mayo 17, 2021



Valcourt, Quebec, May 17, 2021 – BRP is kicking off the year on a high note with four prestigious recognitions at the Red Dot Awards, including none other than the Best of the Best award—the highest distinction in the competition—for the Ski-Doo Freeride. Through its ingenuity, creative design, and its dedicated team members, BRP proved that it is always possible to push the limits and exceed expectations.

The jury was impressed by the "extreme reduction is what characterizes the design of the Ski-Doo Freeride and thus fundamentally changes the perception of this type of vehicle. With its slender proportions and striking purist bodywork design, the snowmobile projects both the notions of light weight and power. This lends it a strong visual identity as an extreme sports vehicle. Good maneuverability, performance and reliable handling merge for an impressive riding experience."

"It is a true honour to receive such distinction that is commensurate with our hard work. This prestigious award reflects the team effort and BRP's passion and expertise to exceed customer and industry expectations. We are looking forward to 2021 since we have a lot of exciting projects to come. Our teams will continue to push the limits of innovation to deliver market-shaping products and we are confident that we will outdo ourselves once again this year." said Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services at BRP.

Last year, BRP earned 13 design awards for its innovative products. With this great start to the year, we are looking forward to what 2021 will bring!

More Red Dot Awards
BRP was also recognized with three other prestigious recognitions for the Sea-Doo RXP-X, Ski-Doo LinQ Sleigh, and the Ski-Doo Skandic Wide-Track.

From pure design and high performance to rider-friendly attributes and an exceptional mix of function and ease of use, here are the jury's thoughts, in their own words, about each award-winning product.

1. **Sea-Doo RXP-X**
   "With its user-centric design, the Sea-Doo RXP-X offers optimal stability and promises to be great fun to drive."

2. **Ski-Doo LinQ Sleigh**
   "Its high level of functionality and well-thought-out details make the Ski-Doo LinQ Sleigh convenient to use and a practical solution for transporting gear."

3. **Ski-Doo Skandic Wide-Track**
   "These snowmobiles successfully combine a sporty look with dynamic driving behaviour and flexibility in use."

About the Best of the Best award
The extremely selective Red Dot Best of the Best award is awarded to products that truly stand out, from customizable features to ground-breaking design and aesthetics that elevate a product from ordinary to exceptional. This prize is reserved for the best products in a category and is the highest award in the competition.

About the Red Dot Awards
The Red Dot Awards in Product Design 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 each product to choose those that merit the distinction.

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, boats and Rotax marine propulsion systems as well as Rotax engines for karts 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$6.0 billion from over 130 countries, our global workforce is made up of more than 14,500 driven, resourceful people.

www.brp.com
@BRPNews

Ski-Doo, Lynx, Sea-Doo, Can-Am, Rotax, Evinrude, Manitou, Alumacraft, Quintrex, Stacer, Savage and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

For media enquiries:
Magali Valence
Manager, External Communications
medias@brp.com