



BRP USER-CENTERED INNOVATIONS RECOGNIZED AT GOOD DESIGN JAPAN

October 20, 2021



Valcourt, Quebec, October 20, 2021 – BRP's innovations continue to gain recognition in global design competitions such as Good Design Japan. Embracing the 2021 theme "Aspiration and action with consideration", BRP's Design & Innovation team won awards for all of their submissions: the Can-Am Spyder RT Sea to Sky, the Sea-Doo GTI SE, and the Sea-Doo RXP X.

"This year's theme really spoke to the way that we do things at BRP, all of our designs are centered on the user and their experience," said Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services at BRP. "Our teams continue to seamlessly integrate our rich heritage of design and innovation with our aspirations for the future," he added.

BRP continues to add to its impressive innovation & design award collection, with more than 30 international design awards in the last 2 years.

About the Can-Am Spyder RT Sea to Sky

With a modern look, heightened comfort, and extra storage, the Spyder RT isn't just the key to unlocking what the open road has to offer, it's the pinnacle of luxury touring.

"Maybe it's not a rational choice. It gets wet when it rains, and it is not as easy to maneuver as a motorcycle. But as soon as you straddle it, what is the true nature of this power that makes us think, 'There is a journey that can only be done on this machine!'"

-Mr. Kota Nezui (Jury / Creative Communicator)

About the Sea-Doo GTI SE

The smartly designed GTI platform offers a lower center of gravity for incredible stability and confidence at speed or at rest, yet lightweight and ultra-responsive for a power-filled fun factor.

With an abundant front cargo space, plus the option of adding LinQ accessories, the GTI SE offers the most available storage in its class. Perfect for adding variety to any adventure.

About the Sea-Doo RXP X

The RXP-X 300 re-establishes the entire high-performance watercraft segment with breathtaking acceleration, uncompromised high-speed handling and an "it" factor that sets it apart from all others on the water. Every ride pushes the limits with the T3-R hull. Deep-V design with ingenious attention to detail and unique Shark Gill design enables best-in-class acceleration and pinpoint, full-throttle control in any conditions.

About the Good Design Award

The GOOD DESIGN AWARD is a movement aimed at enriching our lives and society through design. Since the foundation in 1957, it has been commonly known together with the "G Mark", the symbol of winning the award.

GOOD DESIGN AWARD has recognized various objects surrounding us, including industrial goods, architecture, software, systems, services and so on. No matter tangible or intangible, GOOD DESIGN AWARD will take it as design, evaluate and honor its quality, as long as it is created to fulfill certain ideals or purposes.

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, 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\$6.0 billion from over 130 countries, our global workforce is made up of approximately 14,500 driven, resourceful people.

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