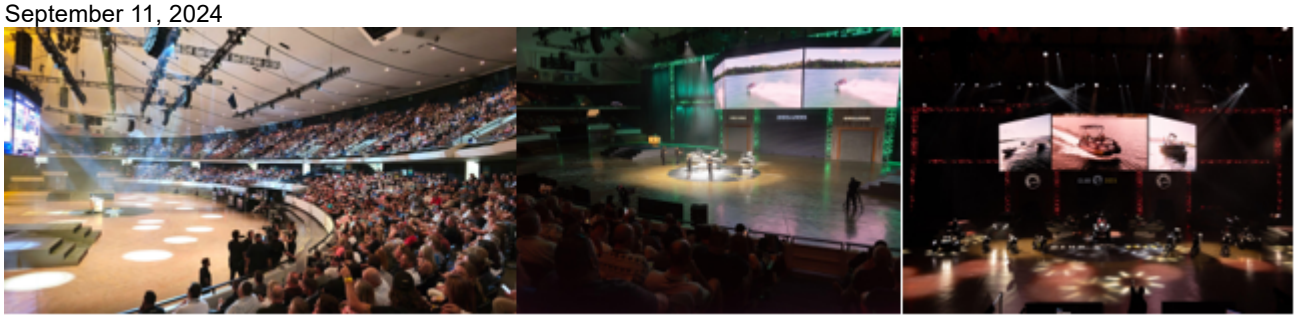
BEHIND-THE-SCENES LOOK AT CLUB BRP 2025 GLOBAL PRODUCT REVEAL AND ANNUAL DEALERS OF THE YEAR RECOGNITION

September 11, 2024



Valcourt, Québec, September 11, 2024 – BRP inc. (TSX : DOO; NASDAQ : DOOO) just held Club BRP 2025, its largest event of the year with dealers and distributors from 72 countries around the world. About 1,700 powersports and marine partners gathered in Anaheim, California, U.S., from August 19-21. During this annual event, BRP revealed its 2025 global product news from the Can-Am, Sea-Doo, Alumacraft and Manitou brands while its network of dealers and distributors met with BRP experts in the showroom and during presentations and business seminars. What's more, BRP recognized its dealer and distributor network in the U.S., Canada, Latin America region and Asia-Pacific region that carry the Can-Am or Sea-Doo lineup.

Product key takeaways

With its latest product offering, BRP put on display a diversified portfolio in the on-road, off-road and on-water segments to cover all needs from utility to recreation and performance, with powertrains both gas and electric, positioning the company well for today and tomorrow.

This includes getting back its motorcycle roots with the all-electric **Can-Am Pulse and Origin**, which redefines the ride and awakens the energy in every rider, whether in the city or off the beaten path. BRP also further defined the three-wheel category by adding the **Can-Am Canyon**, the most rugged and adventure-ready 3-wheel vehicle BRP has ever made. This complements the **Can-Am Spyder** and **Can-Am Ryker** in the on-road segment.

For the off-road category, BRP is pushing the boundaries of performance with the **Can-Am Outlander** all-terrain vehicles (ATVs) and the next evolution of performance side-by-side vehicles (SSVs) with the **Can-Am Maverick R Max**.

BRP is catching fun in the fishing segment with expanded on-water options with the **Sea-Doo FishPro Apex** as one of the most complete fishing personal watercraft (PWC) on the market today, the **Sea-Doo Switch Fish** pontoon to take fishing with friends and family to the next level and the **Alumacraft Competitor and Trophy** boat models to provide anglers the ultimate fishing experience..

In addition to vehicles, BRP launched 160 new accessories that create endless possibilities no matter what you're doing or where you're going.

Recognizing top dealers from around the globe

While together in Anaheim, BRP recognized its top-of-the-line dealer network through its annual Dealers of the Year awards. Dealers are recognized for outstanding achievements in the way they run their business and serve customers, local market share performance and overall retail success. For North America, BRP was pleased to announce the following as its 2024 Dealers of the Year for Can-Am and Sea-Doo:

1. **Can-Am ATVs and SSVs**
    1. National Dealer of the Year – Canada: Lockhart's Odyssey from Cortland, Ontario
    2. National Dealer of the Year – U.S.: Jones Powersports from Durant, Oklahoma
2. **Can-Am Three-Wheel Vehicle**
    1. National Dealer of the Year – Canada: Performance NC - Trois-Rivières from Trois-Rivières, Quebec
    2. National Dealer of the Year – U.S.: Flat Out Motorsports from Indianapolis, Indiana
3. **Sea-Doo PWC and Pontoon**
    1. National Dealer of the Year – Canada: Quinns Marina from Pefferlaw, Ontario
    2. National Dealer of the Year – U.S.: HK Powersports of Laconia from Laconia, New Hampshire

BRP's dealer of the year winner in the U.S. for Can-Am ATV and Side-by-Side is TJ Bishop representing Jones Powersports in Durant, Oklahoma. Because of his team's efforts over the last year, not only in retail, but also in the way they work together to effectively serve their customers, Jones is now the largest off-road dealer in the world for Can-Am.

Bishop said, "Customers come into our store asking for Can-Am, and we're happy to show them why it's a fantastic option for them. I'd like to share this honor with my entire team back at Jones. Everyone – from sales, to finance, to parts and service – has worked so hard to earn this distinction. I'm very proud of this accomplishment."

David Baker, Vice-President, General Manager, Powersports North America, said, "What's amazing is that 50% of our Can-Am ATV and Side-By-Side network had their highest retail season ever. And then, to be able to recognize Jones Powersports as our largest off-road dealer not only in America, but also in the world, is absolutely incredible."

Jeff Proctor, Vice-President, General Manager, Marine North America, said, “Recognizing our hardworking dealer network each year is one of my favorite things. Our dealers are key to our success, and I want to thank them for their dedication to our brands.”

In addition to our dealers in Canada and the U.S., BRP gave 14 awards to dealers and distributors in the Latin America and Asia-Pacific regions that represented best-in-class performance in retail and market share.

Photos for dealers of the year for Canada and the U.S. can be found here.

Special commemorative Can-Am Pulse and Origin dealer giveaway

To make this Club BRP even more memorable for its dealers, BRP made two electric motorcycles – one Can-Am Pulse and one Can-Am Origin – with serial number 50, to commemorate the 50th anniversary of Can-Am in 2023. Those dealers who attended the celebration event on the last night could enter to win one of these motorcycles.

The lucky winner of the Can-Am Pulse was Rick Heidebrink from Jaycox Powersports with stores in Worthington, Minnesota and Lake Park, Iowa in the U.S., and the winner of the Can-Am Origin was Jona Ahlqvist from Motorbiten i Falun AB in Falun, Sweden.

Heidbbrink said, “This was a huge surprise! I still can't believe it. I have been an avid motorcycle rider for over 40 years, and I can't wait to give the new Can-Am Pulse a rip! What a highlight to a great Club.”

About BRP
BRP Inc. is a global leader in the world of powersports products, propulsion systems and boats built on over 80 years of ingenuity and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Alumacraft and Quintrex boats, Manitou pontoons and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its lines of products with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Committed to growing responsibly, BRP is developing electric models for its existing product lines and exploring new low voltage and human assisted product categories. Headquartered in Quebec, Canada, BRP has annual sales of CA$10.4 billion from over 130 countries and a global workforce of close to 20,000 driven, resourceful people.

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