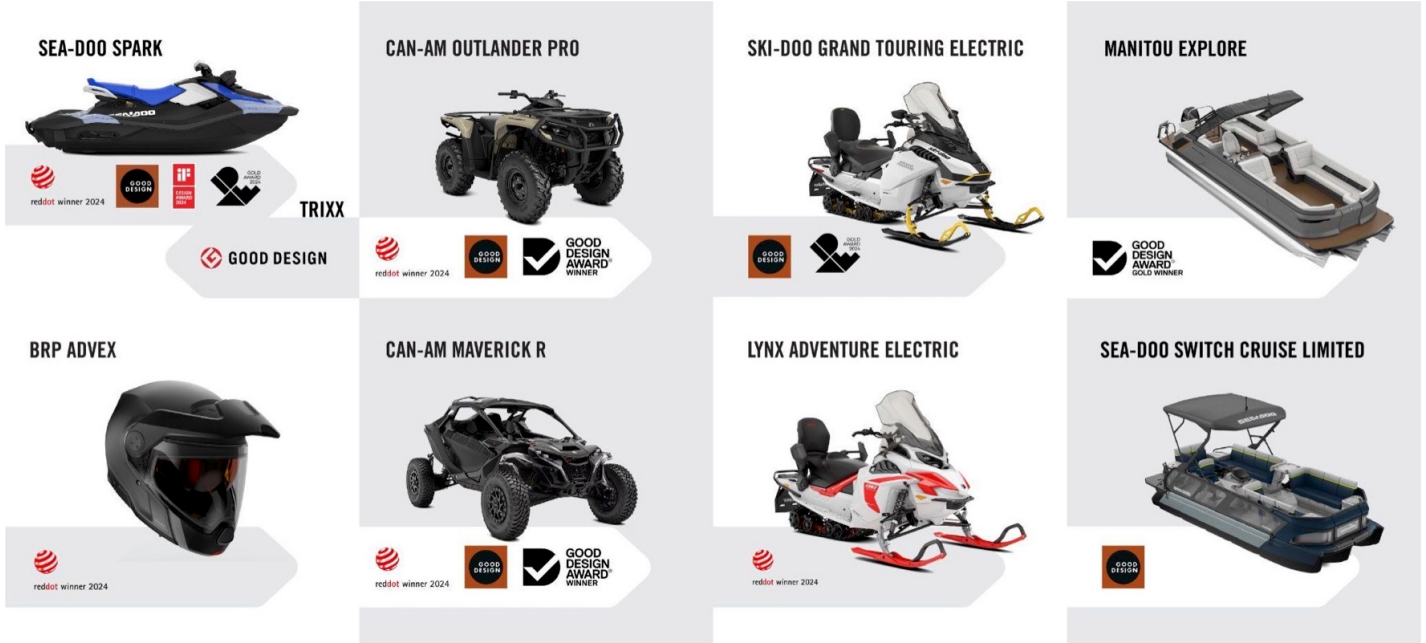




## BRP Celebrates Another Exceptional Year with 17 Design Awards in 2024

February 17, 2025  
Five GOOD DESIGN Awards mark the conclusion of a remarkable year



Valcourt, Quebec, February 17 2025 – BRP Inc. (TSX:DOO; NASDAQ:DOOO) celebrates another exceptional year in 2024 with a total of 17 design awards. Among these accolades, BRP capped off the year with five prestigious GOOD DESIGN Awards, highlighting its unwavering commitment to innovation and design excellence. The honored products demonstrate BRP's expertise in combining cutting-edge technology with thoughtful design, where aesthetics meet advanced functionality, sustainability, and user-centric innovation. Each product reflects the company's holistic design approach, which aims to ensure an optimal balance between form and function while redefining the powersports experience.

"Our design team's passion and dedication shine through in every product we create," said Denys Lapointe, Chief Design Officer at BRP. "These awards are a testament to the synergy between design, engineering and product strategy, and to our commitment to delivering exceptional experiences. As we continue to innovate, we are inspired to push boundaries and shape the future of powersports."

### GOOD DESIGN: Award-Winning Products

#### Sea-Doo Spark

The Sea-Doo Spark continues to redefine personal watercraft by delivering fun, accessible, and memorable experiences to riders of all levels. As an evolution of the iconic 2014 model, the new Spark features improved comfort, easier reboarding, and enhanced hull dynamics. Its signature open Exoskel™ design combines lightweight construction with recyclable materials, offering a great balance of performance and sustainability—all while maintaining its affordability. The Sea-Doo Spark proves that innovation and accessibility can go hand in hand.

#### Can-Am Maverick R

The Can-Am Maverick R revolutionizes off-road performance, blending race-inspired innovation with precision and power. Every detail of the new Maverick R was thoroughly scrutinized in the design process to ensure an unmatched rider experience. The result is balance, comfort, quality, practicality and performance. The driver-centric interior features precision crafted ergonomics and a 10.25-inch digital touchscreen for optimal visibility and control, offering an immersive experience. Embodying Can-Am's racing heritage with striking aesthetics, the Maverick R sets a new standard for off-road adventure.

#### Can-Am Outlander Pro

The Can-Am Outlander Pro is the ultimate workhorse, designed to tackle the toughest jobs in almost any condition or season. Built for durability and versatility, it features a powerful Rotax engine, improved ergonomics for long days, and exceptional storage flexibility. Its modular design allows for easy integration of accessories, transforming it into a customizable tool for farmers, land owners and anyone who wants to get the job done. With sustainable materials and transferable accessories, the Can-Am Outlander Pro combines rugged reliability with innovative functionality, setting a new class in the ATV market.

#### Ski-Doo Grand Touring Electric

The Ski-Doo Grand Touring Electric redefines winter adventure, offering an emissions-free snowmobiling experience tailored for first-time riders and seasoned enthusiasts alike. The white coloring represents new beginnings, clean resources, purity, optimization, simplicity, technology and snow. With the Ski-Doo Grand Touring Electric, engine sound is replaced by the sounds of nature, allowing riders to commune with the winter landscape in a whole new way.

#### Sea-Doo Switch Cruise Limited

The Sea-Doo Switch Cruise Limited elevates modularity and comfort for unforgettable water adventures. With nearly 100 customizable options, premium materials, ambient lighting, and an integrated sound system, it's perfect for family outings. A redesigned rear deck ensures easy boarding, while the captain's seat and touchscreen with BRP GO app keep navigation effortless. Designed for up to nine passengers, the Sea-Doo Switch Cruise Limited combines versatility and sophistication for maximum enjoyment.

### Worldwide Acclaim for BRP in 2024

In addition to the five GOOD DESIGN Awards, BRP's 2024 lineup has been acclaimed worldwide, earning a total of 17 prestigious design honors across some of the industry's most esteemed competitions.

The **Sea-Doo Spark**, celebrated for its innovation and accessibility, earned awards from the Red Dot Awards, iF Design Awards and IDEA Awards. Meanwhile, the **Sea-Doo Spark Trixx**, known for its acrobatic flair, was recognized by the GOOD DESIGN Japan Awards for its unique acrobatic capabilities.

The **Ski-Doo Grand Touring Electric**, **Lynx Adventure Electric**, and **Advex** snowmobile helmet exemplify BRP's commitment to emissions-free exploration and rider safety. The Ski-Doo Grand Touring Electric received an IDEA Award, the Lynx Adventure Electric snowmobile received accolades from the Red Dot Awards, while the Advex helmet was recognized by the Red Dot jury for its cutting-edge design and protection features.

The **Can-Am Maverick R** and **Can-Am Outlander Pro**, both redefining off-road capabilities, also received prestigious honors from the Red Dot Awards and GOOD DESIGN Australia Awards. These awards celebrate their bold innovation, durability, and ability to perform in diverse conditions.

Finally, the **Manitou Explore** shone at the GOOD DESIGN Australia Awards, earning recognition for its exceptional performance, modularity, and ability to elevate on-water experiences.

With this recognition, BRP enters 2025 with momentum and a continued commitment to redefining the powersports experience for riders around the world.

### 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. Headquartered in Quebec, Canada, BRP has annual sales of CA\$10.4 billion from over 130 countries and employs close to 20,000 driven, resourceful people as of January 31, 2024.

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