



BRP Achieves 2 Million Vehicle Milestone at Juárez Campus, reaffirming its position as a leading powersports OEM in North America

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Ciudad Juárez, México, January 23, 2026 – BRP Inc. (TSX/NASDAQ: DOO) is proud to celebrate the production of 2 million vehicles at its Juárez Campus since the beginning of its Mexico operations in 2007. This remarkable achievement reflects nearly two decades of sustained growth, innovation, and optimization of the Company's operations across its North American footprint. Over that period, BRP has become a global leader in the world of powersports products and its Mexico manufacturing hub has been a key driver of that success.

BRP arrived in Mexico in 2007, establishing operations in one of the most historic buildings tied to the maquiladora industry. In the years that followed, the Company strengthened its presence with the addition of two manufacturing facilities in 2016 and 2021. Today, the BRP Juárez Campus is home to the production of Can-Am's iconic off-road vehicles, including the Can-Am Defender, Maverick and Commander side-by-sides, and Outlander all-terrain vehicles.

"Reaching two million vehicles manufactured at the Juárez facilities is an extraordinary achievement and a testament to Can-Am's success in the off-road market," said Sandy Scullion, President, Powersports Group at BRP. "For decades, we've led with innovation, and 2026 is no exception. We are the OEM with the most product news for 2026 and our latest models continue to shape the market. The all-new Can-Am Outlander Electric and the next generation of the Can-Am Defender, built in Juárez, had a strong reception and are driving solid momentum in the off-road market."

"Reaching 2 million vehicles is a remarkable milestone, but beyond the number, we celebrate the people that drive our success every single day: our employees," said Régis Gagnon, Vice president of Operations, BRP Juárez Campus. "BRP is not just a company, it's a family. We nurture a culture where every employee feels like they belong, where they can grow and find meaning. And, this milestone is a reflection of that culture and our values."

As the Company continues accelerating and doubling down on its core powersports activities, strengthening its position for long-term success, the Juárez Campus will remain central to advancing BRP's strategic objectives and capturing future growth opportunities.

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, Quintrex boats, 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 had annual sales of CA\$7.8 billion from over 130 countries and employed approximately 16,500 driven, resourceful people as of January 31, 2025.

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