



The Ride Begins: My First Week as CEO of BRP

February 4, 2026

This week marks the beginning of my journey as BRP's CEO, and I am truly excited to embark on this new adventure.

After more than two decades of leadership from José Boisjoli, I'm honored to become only the second CEO in BRP's history and lead the next chapter of a company built on such solid foundations and values. I'm thankful for the work José has done to make BRP what it is today, and I want to congratulate him on his contribution to moving the industry forward.

As I step into my new role, the energy and potential I see within BRP are immense. Even though I'm coming in from the outside, it's already clear to me that the path we're on together is strong. Today, BRP has a proud legacy and stands as a leading OEM poised for continued growth.

I am inspired by our unmatched reputation for technological expertise, bold design vision, and market-shaping products. Our iconic brands, Ski-Doo, Lynx, Sea-Doo, Can-Am and Rotax, have earned the trust of riders and communities around the world. I'm also impressed by the strength of our dealer and distributor network — their teams are the face of our brands and their commitment is essential to BRP's leadership.



On a personal note, I'm joining the industry not just as an executive, but also as a rider. My passion for motorcycles, and the familiar rush I've discovered and enjoyed in powersports, make this opportunity especially meaningful to me. BRP blends innovation with real emotion, and that's rare.

In the coming weeks, my focus and priorities are clear: our biggest competitive advantage is our teams and as such, I will spend time meeting our talented employees around the world. I will also be visiting our dealers, distributors, and connecting with investors and key partners. I want to talk with them, but more importantly, I want to listen. Their insights and perspectives will be invaluable, as I know I have much to learn from them. And of course, I can't wait to get out there and enjoy these amazing products myself!

I look forward to advancing our M28 strategic plan alongside our seasoned executive team, and driving long-term growth to ensure BRP continues to strengthen its position as a leading global powersports OEM. We will work to create an unbeatable experience for our customers and dealers while delivering lasting value for shareholders. With this shared focus, we will continue shaping the future of the powersports industry.

Finally, my first week at BRP coincides with the unveiling of our refreshed brand identity and our bold new tagline "Get Moving". This evolution fully reflects our purpose of creating new ways to move people and inspiring everyone to reimagine how they access their world.

I cannot wait to meet the teams and lead BRP, building momentum for the future.

Let's get moving!

Denis