



Can-Am, Farm Rescue Announce Three-Year Partnership

September 1, 2026

Can-Am Is Now the Official Utility Vehicle of Farm Rescue



Can-Am is honored to partner with Farm Rescue and become their official utility vehicle.

Boone, Iowa, Sept 1, 2026 – [Can-Am](#), iconic brand of [BRP Inc.](#) (TSX/NASDAQ: DOO), and Farm Rescue are proud to announce a new three-year partnership that will provide financial support, equipment and resources for fundraising efforts to help farm and ranch families continue operating during times of adversity. Together, Farm Rescue and Can-Am are helping protect a way of life, strengthening communities and preserving agricultural traditions for future generations.

"Both organizations serve people who embody resilience, determination and a commitment to helping others," said Jérémie Doyon-Roch, Global Marketing Director, Can-Am Off-Road, at BRP. "Can-Am is proud to partner with Farm Rescue because we share a belief that strong communities are built when people show up for one another. Unstoppable isn't for everyone. It's for those – like Farm Rescue volunteers – who can't afford to stop when a family's legacy is on the line. Together, we're investing in the families, values and communities that keep agriculture moving forward."

During an event held at the Farm Progress Show in Iowa, United States, Can-Am announced its commitment to Farm Rescue, which includes:

- USD\$50,000 per year in direct monetary support for three years
- Two Can-Am Defender fleet vehicles for regular use in Farm Rescue field operations
- A custom Farm Rescue wrapped top-of-the-line utility workhorse 2026 Can-Am Defender MAX Lone Star Cab HD11 that will be auctioned to leverage additional funds for Farm Rescue's mission

As part of the partnership, Can-Am also becomes "the official utility vehicle of Farm Rescue."

"We are so happy to have Can-Am as a partner supporting our mission in this way, spreading the word about our work and raising the critical funding we need to help more farm families," said Shan Rogge-Fidler, Executive Director of Farm Rescue. "Thank you to all at Can-Am who are bringing this partnership to life over the next few years together – it's an important investment in the future of rural communities and farm families."

Farm Rescue is a nonprofit organization that provides planting, harvesting, livestock feeding and other critical agricultural assistance to farm and ranch families experiencing major illness, injury, natural disaster or other unexpected hardships. Through an 11-state service network of volunteers, equipment and donated resources, the organization helps families continue operating during difficult times.

The custom Defender will be auctioned at the National Farm Machinery Show in Louisville, KY Thursday, February 11, 2027, at 1:00 PM CT, with all proceeds to benefit Farm Rescue. The Defender will be on display in Can-Am's exhibit through the remainder of the Farm Progress Show, as well as the Farm Science Review and Sunbelt Ag Expo. The Defender auction will be conducted by Big Iron. For more information, click [here](#).

For additional images and a short video please use this [LINK](#) to access the press kit.

Caution Concerning Forward-Looking Statements

Certain information included in this press release, including, but not limited to, statements regarding Can-Am and Farm Rescue's plans, intentions and expectations with respect to the implementation and operation of the three-year partnership; the nature, timing, availability and deployment of financial support, equipment and other resources in the context of the partnership and in response to future times of adversity; the number and location of communities or individuals that may benefit from the program; and the anticipated impact, benefits and outcomes of the partnership, including its expected contribution to protecting a way of life, strengthening communities and preserving agricultural traditions for future generations, constitute "forward-looking statements" within the meaning of Canadian and U.S. securities laws. Forward-looking statements are generally identified by the use of terms such as "may," "will," "would," "should," "could," "expects," "forecasts," "plans," "intends," "trends," "indications," "anticipates," "estimates," "predicts," "projects," or "potential," in the future or conditional tense, or in the affirmative or negative form, or other variations of these words or other comparable words or expressions. By their nature, forward-looking statements involve risks and uncertainties and are based on a number of assumptions, both general and specific. BRP cautions readers that these assumptions may not materialize and that current global economic and political conditions, combined with one or more of the risks and uncertainties described in the "Risk Factors" section of BRP's management's discussion and analysis for the fiscal year ended January 31, 2026, could render these assumptions inaccurate, even though they were considered reasonable at the time they were made. These forward-looking statements are not guarantees of future performance and involve risks, uncertainties, and other factors, known or unknown, that could cause the actual results or performance of BRP or the industry to differ materially from the outlook or future results or performance implied by these statements.

About BRP

BRP Inc. is a global leader in the world of powersports products and powertrains, built on over 80 years of ingenuity, innovation, 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 as well as Rotax engines for karts, recreational aircraft and jet boats, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its product lines with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Headquartered in Quebec, Canada, BRP had annual sales of CA\$8.4 billion from over 110 countries and employed close to 17,000 driven, resourceful people as of January 31, 2026.

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About Farm Rescue

Farm Rescue was founded in 2005 and has helped over 1,300 families since its inception. The organization's mission is to help farmers and ranchers who have experienced a major illness, injury, or natural disaster by providing the necessary equipment and volunteer labor to perform time-sensitive services. Applications for assistance are currently being accepted and can be obtained at farmrescue.org or by calling 701-252-2017.

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For media inquiries:

Tim Olson

Media Relations

tim.olson@brp.com