



BRP ADOPTS DIRECT DISTRIBUTION MODEL IN RUSSIA

March 12, 2018

Valcourt, Quebec, March 12, 2018 – BRP (TSX:DOO) announces that in the course of summer 2018, it will be introducing a direct distribution model in Russia to support its growth strategy and increase its presence in the country.

“The transition to a direct distribution model will strengthen our presence in Russia and allow us to be in a better position to seize upcoming opportunities in the Russian market,” said Steve Pelletier, BRP’s Vice-President and Regional General Manager for Europe, the Middle East and Africa (EMEA). “After 25 years of being present in Russia and connecting with this important market, we have developed a healthy understanding of the local industry and we are well positioned to offer a great experience to our Russian consumers.”

BRP will manage the direct distribution of five product lines in Russia. Consumers will continue to have access to innovative products such as Ski-Doo and Lynx snowmobiles, Sea-Doo personal watercrafts, Can-Am off-road vehicles, Can-Am Spyder three-wheel vehicles and Evinrude outboard engines.

BRP’s current distributor, Formula 7, remains a valued business partner in the region and will continue to offer BRP products in Russia as a BRP dealer.

BRP already uses the direct distribution model in 21 major markets including the United States, Canada, China, Japan, Germany, France, Scandinavian countries, Australia, Mexico and Brazil. In these countries, BRP sells its products directly to approximately 3,200 dealers. In other countries, BRP works with about 180 distributors who serve more than 1,000 dealers.

About BRP

BRP (TSX:DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles and propulsion systems. Its portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am off-road and Spyder vehicles, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. BRP supports its line of products with a dedicated parts, accessories and clothing business. With annual sales of CA\$4.2 billion from over 100 countries, BRP employs approximately 8,700 people worldwide.

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