



BRP CREATES NEW POWERSPORTS GROUP AND APPOINTS BERTRAND THIÉBAUT AS PRESIDENT OF THIS GROUP

February 7, 2018



Valcourt, Quebec, February 7, 2018 – BRP (TSX: DOO) announces the creation of a Powersports Group, and a new senior management member with the appointment of Bertrand Thiébaut as the new President of this group, effective February 12, 2018.

The new Powersports Group brings together the Ski-Doo, Lynx, Sea-Doo, Can-Am and Rotax product lines into a single operating unit to increase their efficiency and operational excellence globally. The Group will encompass the activities related to design, vehicle and engine engineering, manufacturing, procurement, global sales, dealer and customer service for some of BRP's primary brands. The Spyder and Evinrude lines will continue to be operated independently.

Bertrand Thiébaut is a global business leader with a long background in the automotive industry, working with companies such as Ford, Jaguar, Land Rover, Toyota, Lexus, Aston Martin and Volvo. He has a strong profile to oversee the growth and expansion of the Powersports business, with an expertise in global sales and marketing, strategy, regional market development, customer service and dealer operations, along with an in-depth distribution background.

"It is an exciting time for BRP to welcome a world-class leader such as Bertrand to our already strong team," notes José Boisjoli, President and CEO. "With the creation of the Powersports Group, we are able to maximize efficiencies and deepen our synergies in these operations. Bertrand's arrival will also allow us to consider new business segments that are consistent with the passion and ingenuity for which we are recognized. BRP is increasingly well-positioned as a global leader with a unique emphasis on bringing unforgettable experiences to our customers."

Thiébaut is originally from France. He is a graduate of the European Business School in Paris and also studied at INSEAD (Institut Européen d'Administration des Affaires) in France. He will report to Boisjoli and be a member of the Management Committee.

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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