



PRESS RELEASE

For immediate distribution

Club BRP 2027: Industry-Leading Product Launches and Annual Dealer Recognitions



Images, from left to right:

- The launch of the limited edition 2027 Sea-Doo RXP-X Senna 350 was announced at Club BRP 2027.
- SK Northwest from Portland, Oregon was named Can-Am ATV and SSV Parts, Apparel and Accessories U.S. National Dealer of the Year.

Valcourt, Quebec, September 15, 2026 – BRP Inc. (TSX/NASDAQ: DOO) held Club BRP 2027, its largest dealer event of the year, hosting over 4,400 participants in person and online, representing more than 1,200 dealerships from 90 countries, for the global reveal of Sea-Doo and Can-Am's 2027 lineups. During the three-day event from August 17 to 19 in Orlando, Florida, BRP also took the time to recognize dealers and distributors from its global network for their outstanding work during its annual award ceremony.

Product Key Takeaways

Continuing to set the standard for innovation, BRP unveiled standout new products for Sea-Doo and Can-Am's model year 2027 lineups.

[Sea-Doo is partnering with Senna Brand](#) to honor Ayrton Senna's legacy with the limited edition RXP-X Senna 350, featuring Sea-Doo's all-new and most powerful personal watercraft engine from the factory, the Rotax ACE 1630 boasting 350 hp. In addition, the [2027 Sea-Doo Spark](#) lineup is more powerful than ever with the all-new Rotax 1000 ACE engine delivering 110 hp and expanding with the new Spark X model.



On the road, [Can-Am's 2027 3-wheel lineup](#) is seeing major Ryker updates with significant chassis, powertrain, technology and styling enhancements designed to elevate the overall riding experience and make the Ryker more refined, connected and visually distinctive than ever before. The Ryker family is also expanding with a one-year only package, the all-new Ryker Special Series.

[Can-Am's 2027 off-road lineup](#) includes the new Defender XU model with factory-installed utility-focused features, the Defender HD10 with a triple cylinder engine and ground-up redesign, the Outlander X mr with MAX configuration, and a trail ready X package for the Maverick Sport and Maverick Trail.

Can-Am is also committing to the future of off-road innovation with two visionary concept builds: the [Defender Prerunner and Maverick R XRay](#). In addition, the brand plans to release major off-road product announcements every six months for the next four years.

Recognizing Top Dealers and Distributors from BRP's Global Network

BRP honored the outstanding accomplishments of its dealer and distributor network through its annual awards ceremony. The awards highlight excellence in customer service, retail performance, local market leadership, and overall business success. BRP was pleased to announce the following North American dealers as its 2026 Can-Am and Sea-Doo Dealers of the Year:

Can-Am ATV and SSV

- National Dealer of the Year – Canada: Half-Way Motors Power Sports from Thunder Bay, Ontario.
- National Dealer of the Year – U.S.: Lone Star Powersports from Abilene, Texas.

Can-Am 3-Wheel Vehicle

- National Dealer of the Year – Canada: André Hallé et Fils from Rimouski, Quebec.
- National Dealer of the Year – U.S.: Brooks Powersports from Grantwill, Pennsylvania.

Sea-Doo PWC and Pontoon

- National Dealer of the Year – Canada: Lake Life Powersports from Lac du Bonnet, Manitoba.
- National Dealer of the Year – U.S.: Dee's Marine from Clinton Township, Michigan.

"Everything we announced at Club BRP this year reflects our commitment to building a solid future together with our dealers," said David Baker, Vice-President, General Manager, Powersports North America at BRP. "We're investing in the products, programs and partnerships that help dealers grow profitably, and we're proud to recognize those who are



already leading the way. Our Dealer of the Year winners embody this commitment to excellence, which makes our network one of the strongest in the industry.”

“Being named the Sea-Doo National Dealer of the Year is an incredible achievement for everyone at Lake Life Powersports. This award reflects the passion and hard work of our entire team, the tremendous support of our customers, and the strength of our partnership with BRP. We are immensely proud of what we have built together and grateful for the opportunity to represent Sea-Doo in our community. Receiving this recognition on a national level is a milestone we will never forget—and it motivates us to continue raising the bar for our customers and the powersports industry,” said Craig Becker, Dealer Principal at Lake Life Powersports

For the first time, BRP also recognized dealerships for their exceptional work in **Parts, Accessories and Apparel (PA&A)**.

“We created this award to recognize dealers who deliver outstanding results across Parts, Accessories and Apparel while helping customers get the most out of their ownership experience,” said Michael Long, Vice-President and General Manager, PA&A, Global. “I’d like to congratulate these dealers for their hard work and passion for our brands.”

Can-Am ATV and SSV

- National Dealer of the Year – Canada: Groupe Contant Repentigny from Repentigny, Quebec.
- National Dealer of the Year – U.S.: SK Northwest from Portland, Oregon.

Sea-Doo

- National Dealer of the Year – Canada: Bay Marine from Trenton, Ontario.
- National Dealer of the Year – U.S.: Mies Outland from Watkins, Minnesota.

“We’re incredibly proud to receive BRP’s first PA&A Dealer of the Year award. For our team, Parts, Accessories and Apparel are an important part of helping customers get the most out of the vehicles they buy. This recognition reflects our focus on serving our customers and finding new ways to bring value through every interaction,” said Shawn Karambelas, General Manager of SK Northwest in Portland, Oregon.

In addition to dealers in Canada and the U.S., BRP presented 61 awards to dealers and distributors in the EMEA, Latin America and Asia-Pacific regions.

Caution Concerning Forward-Looking Statements

Certain information contained in this press release, including, but not limited to, statements regarding the future success, growth, profitability, competitiveness, strength or industry position of BRP’s dealer network, statements regarding anticipated dealer benefits from BRP’s investments in products, programs and partnerships, as well as statements regarding the ability for Can-Am to release major off-road product announcements on a semiannual basis for the next four years and other statements that are not historical facts, 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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