MEDIA BULLETIN

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BRP Builds a Replica of Gilles Villeneuve's Legendary Snowmobile



The replica was used during the filming of the movie "Villeneuve: Rise of a Champion," in theaters starting November 11, 2026. (Photo credit: Jean-François Leclerc)

Valcourt, Quebec, November 11, 2026 – BRP Inc. is proud to have built the replicas of Gilles Villeneuve's legendary snowmobile, used during the filming of the biographical film *Villeneuve: Rise of a Champion*. Bringing together experts from the racing, design, and engineering departments, this large-scale project highlights the expertise, ingenuity, and passion of BRP's teams.

"During the 1970s, the snowmobile racing industry was in full swing. The boldness of manufacturers and racers knew no bounds, which gave rise to, among other things, Gilles Villeneuve's famous twin-track Alouette snowmobile, affectionately nicknamed the 'bibitte' in Quebec," said Christopher Rudwal, Vice President, Design and Innovation at BRP. "This era shaped the snowmobile industry and led us to where we are today. As a global leader in the powersports industry, it is an immense source of pride to honor a Quebec legend who contributed so much to our sport."

Gilles Villeneuve's "bibitte" (pronounced bee-BIT)/twin-track Alouette looked nothing like a traditional snowmobile: it featured two tracks, a steering wheel, and the driver sat inside, just like in a car.

On the outside, BRP's replica is authentic to the original racing machine. Under the chassis, however, the mechanics are thoroughly modern. BRP experts used several modern-day components, including the Rotax 600 RR E-TEC 2-stroke engine from the Ski-Doo MXZ X-RS snowmobile. To integrate this new powertrain, the replica was designed approximately 10% larger than the original snowmobile. Other parts were custom-built, such as the skis and the exhaust system, which was specifically tuned to replicate the iconic sound signature of the "bibitte." Modifications were also made to optimize vehicle safety during filming.

"It was very emotional to see our replicas run on the Valcourt ice oval for the very first time," added Christopher Rudwal. "The project brought together multiple teams and expertises within BRP. It's a remarkable team effort of which we are immensely proud."

Villeneuve: Rise of a Champion will be in theaters across Quebec starting November 11, 2026.

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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