



PRESS RELEASE

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Ski-Doo MXZ X-RS 600RR E-TEC Named 2027 Snow Goer Snowmobile of the Year



The Ski-Doo MXZ X-RS 600RR E-TEC has been recognized for its groundbreaking Rotax engine, smart technology, and a bold vision for the future of trail performance.

Valcourt, Quebec, October 9, 2026 — Ski-Doo, an iconic brand of BRP Inc. (TSX/NASDAQ: DOO), is proud to announce that the revolutionary **MXZ X-RS 600RR E-TEC** model has won the coveted *Snow Goer* Snowmobile of the Year award for 2027.

Marking a milestone anniversary, *Snow Goer's* Snowmobile of the Year award is widely regarded as one of the most respected and prestigious honors in the snowmobile industry. Rather than simply celebrating raw performance, the award recognizes a machine that moves the sport forward in an impactful way.

Highlighting the reasons behind this year's selection, *Snow Goer* stated:

"For 35 years, Snow Goer's Snowmobile of the Year award has recognized a machine that represents something meaningful about the future of snowmobiling—not simply the sled that performs the best. This year, the MXZ X-RS 600RR stood out for the significance of its new Rotax 600RR E-TEC engine and the technology Ski-Doo has incorporated into it. We believe the MXZ X-RS 600RR represents where snowmobiling is



headed: more performance, greater efficiency and smarter technology, without losing the character and excitement that make snowmobiling special."

Engineering the Future of Trail Performance

At the heart of the MXZ X-RS 600RR E-TEC's triumph is a relentless dedication to *Snow Goer's* core pillars: innovation, performance, ride quality, and market impact.

Increasing power while maintaining reliability in an already efficient powerpack is a complex engineering challenge. With the introduction of the Rotax 600RR E-TEC, the Ski-Doo and Rotax engineering and design teams accomplished just that, delivering significantly quicker acceleration and sharper throttle response along with 5% better fuel and 20% better oil efficiency.

Beyond raw horsepower, the 600RR redefines what riders can expect from a 2-stroke engine by taking a holistic approach to the riding experience. Rider-focused technologies like Silent Stop and Eco Mode bring smart, unexpected refinement to the trail, proving that high performance and intelligent features can go hand in hand.

Pushing the Envelope

"We are deeply honored to accept the 2027 Snowmobile of the Year award from *Snow Goer*," said Pascal Vincent, Director, Global Product Strategy, Snowmobiles and On-Road at BRP. "For our designers, technicians, and engineers, innovation and performance aren't just corporate objectives, they are everyday obsessions. Knowing that our vision for engine technology and ride quality resonates so strongly with industry experts inspires us. We are committed to ensuring that smart technology and adrenaline-filled exhilaration become the standard for the trails of tomorrow."

Ski-Doo remains dedicated to pushing the boundaries of what is possible, ensuring that riders worldwide continue to experience the absolute pinnacle of winter adventure, reliability, and excitement every time they hit the snow.

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.

www.brp.com

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