

## BRP ANNOUNCES EVINRUDE® E-TEC SUMMER SALES EVENT

**STURTEVANT, Wis., July 1, 2016** – BRP (TSX:DOO) announced today the Evinrude® E-TEC Summer Sales Event for outboard manufacturer Evinrude.

The promotion will run from July 1<sup>st</sup>, 2016 to September 6<sup>th</sup>, 2016. Canadian consumers who purchase and take delivery of eligible Evinrude E-TEC engines from a participating Evinrude dealer will qualify for the following program options:

### Package Offer:

All new package buyers will receive:

- 6-year B.E.S.T. warranty on new Evinrude E-TEC and Evinrude E-TEC G2 engines 15 H.O and above
- 5-year B.E.S.T. warranty on new Evinrude E-TEC engines 3 HP to 15 HP.

### Repower Offer:

All new repower buyers will receive:

- 6-year B.E.S.T warranty on new Evinrude E-TEC and Evinrude E-TEC G2 engines 15 H.O. and above.
- 5-year B.E.S.T. warranty on Evinrude E-TEC engines 3 HP to 15 HP.

In addition, all repower buyers of Evinrude E-TEC engines 40 HP and above will receive:

- Free rigging (System Check only, no prop included) on Evinrude E-TEC G1.
- Free Analog or Digital Rigging or Upgraded Digital Rigging on Evinrude E-TEC G2 models.

“Summer is upon us and it’s time to be on the water. Once again, we’re offering incredible incentives to help power the summer with Evinrude,” said Christopher Berg, global director of marketing and strategic planning, Evinrude. “Whether repowering or buying an entirely new boat package, consumers can take advantage of these incentives and experience the power and performance of Evinrude.”

BRP's Evinrude engine line up, from 3.5 to 300 HP, offers customers superior value across a full range of applications. Engines are available at authorized Evinrude dealerships worldwide. Become part of the online Evinrude community at [www.evinrudenation.com](http://www.evinrudenation.com) and follow Evinrude on Facebook at [www.facebook.com/brpevinrude](http://www.facebook.com/brpevinrude).

For a complete list of new and existing Evinrude dealers, visit [www.evinrude.com](http://www.evinrude.com).

### BRP US Inc.

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 all-terrain and side-by-side vehicles, Can-Am Spyder roadsters, 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 over CA\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.

[www.brp.com](http://www.brp.com)

Ski-Doo, Lynx, Sea-Doo, Evinrude, Rotax, Can-Am, Spyder and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates.

**For more information:**

Rus Graham  
603-799-2540  
Rushton Gregory Communications  
[rgraham@rushtongregory.com](mailto:rgraham@rushtongregory.com)

**For high-resolution images, please access the BRP Media Center  
<http://www.evinrudemedia.com>**