

- **BRP is set to transform the PWC industry with 2014 Sea-Doo Spark model**
- **PLUS! 2014 Can-Am Spyder RT with a completely new Rotax 1330 ACE in-line triple engine and six-speed transmission**
- **PLUS! All-new four-seat 2014 Can-Am Commander MAX 1000 model and the mud-ready Can-Am Maverick 1000R X mr side-by-side vehicle**
- **PLUS! 2014 Can-Am Outlander 6x6 ATV model**

VALCOURT, QC, Sept. 15, 2013 /CNW Telbec/ - BRP today unveiled at its semi-annual sales meeting held in Orlando, Florida, its 2014 model year Can-Am and Sea-Doo product lines that will assert its leadership in innovation.

More than 2,500 people representing 99 countries witnessed the unveiling of the all-new Sea-Doo Spark watercraft, the all-new Rotax 1330 ACE engine for the Can-Am Spyder RT roadster, the all-new four-seat Can-Am Commander Max 1000 and mud-ready Can-Am Maverick 1000R X mr side-by-side vehicles as well as the Can-Am Outlander 6x6 ATV.

"BRP teams have really come together to demonstrate their capacity to innovate and contribute again to foster the strong reputation of our Sea-Doo and Can-Am brands," said José Boisjoli, president and CEO.

"I am confident that with the new Sea-Doo Spark models we can recreate the golden years of the PWC in markets worldwide with cleaner, more fun, more affordable and easier-to-use watercraft."

"The Can-Am brand has become one of the strongest brands in the industry since its revival in 2006. We have made tremendous strides with our on- and off-road products," concluded Boisjoli.

Sea-Doo

BRP continues the legacy of paradigm shifting the watercraft industry with a fun, more affordable, easier-to-use and more fuel-efficient watercraft. Powered by the new Rotax 900 ACE in-line three-cylinder engine, the Sea-Doo Spark watercraft is compact, designed with an all-new Exoskel architecture consisting of a lightweight, durable and recyclable Polytec material, making it easy to manoeuvre and extremely playful. The most accessible new watercraft on the market, the 2014 Sea-Doo Spark PWC, costs nearly 40% less than its closest competitive model¹ and is the most fuel-efficient watercraft in the industry².

"I am convinced we will expand our market leadership in North America with our 2014 Sea-Doo line-up by attracting new customers and capturing our existing customer base," said Yves Leduc

, vice-president and general manager,
North America

division. "The Sea-Doo Spark model makes possible right now every family's dream of great days on the water."

The new Sea-Doo line brings a burst of fresh colours with many trend-setting options that will excite the most selective rider looking to enter the watercraft market and wanting to personalise it. It offers a playful experience on the water, accommodating up to 2 or 3 people, making it perfect for young families. Its light weight also means it is easy to tow.

"On the international side, the new Sea-Doo Spark models should reach out to a much wider base of younger customers," said Chris Dawson, vice-president and general manager, International division. "With the addition of the Spark model, we now have indisputably the most complete line-up in the industry. We are confident that we will see a Sea-Doo wave around the world."

The complete 2014 Sea-Doo line-up features a watercraft for every rider style and experience level. The Sea-Doo GTX Limited 215 model joins the luxury segment and becomes the most powerful, non-suspended model in that category. BRP remains the only manufacturer to offer the industry's exclusive Intelligent Brake & Reverse (iBR) system in every watercraft category. BRP's exclusive iBR technology offers riders more peace of mind with a braking system that

allows them to stop up to 30 m (100 feet) sooner than any competitive PWC³.

Can-Am

BRP also unveiled innovations on the roadster line-up. The 2014 Can-Am Spyder RT roadster receives a new Rotax 1330 ACE in-line triple engine mated to a new six-speed transmission (available in manual and semi-automatic versions). BRP gave the Spyder RS line key updates to improve driver and passenger comfort, and sport-performance of the RS-S model, too. The ST model has new sporty-looking side panels that are designed to enhance airflow and rider/passenger comfort, in addition to optimized engine performance.

"The new Rotax 1330 ACE engine totally changes the personality of the Can-Am Spyder RT roadster. The efficiency of the ACE engine provides a maximum fuel range of up to 250 miles (400 km), lowers the cost of ownership and generates 40 percent more lower-end torque," added Leduc.

In terms of innovations to the Can-Am side-by-side line-up, BRP introduced the all-new four-seat Can-Am Commander MAX 1000 model, which features the proven 976 cc Rotax V-Twin engine, class-leading ergonomics and industry-exclusive, dual-level cargo box.

BRP introduces the 2014 Can-Am Maverick 1000R X mr. This newest member of the Can-Am Maverick line of side-by-side vehicles is based on the powerful two-seat Maverick 1000R model, but wears its own mud-specific features to help it dominate the mud hole and the competition.

BRP's Can-Am ATV line-up now includes a revolutionary, purpose-built model for ATV enthusiasts who believe that "Work is Play". Based on the G2 (Generation 2) Can-Am Outlander ATV platform, the new Can-Am Outlander 6X6⁴ vehicle features industry-leading power and capacity in order to provide a no-compromise utility ATV application. This new model features the industry-leading 82 hp Rotax 1000 V-Twin engine.

"We believe we are well positioned to bring new customers and entice existing fans with the

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Written by Australian Business

2014 Can-Am line-up. From the increased sportiness of the Spyder RS-S model to the expansion of our Commander side-by-side and the utility segment with innovations such as the Can-Am Outlander 6x6 model, developed in our Finnish facility," concluded Dawson.

For more information on the new Can-Am and Sea-Doo line-ups, please visit brp.com.

About BRP BRP (TSX:DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles. Distributed in 105 countries, its portfolio of brands and products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am roadsters, Evinrude outboard engines, as well as Rotax propulsion systems. BRP employs approximately 6,800 people worldwide.

¹Source: Based on US Manufacturer Suggested Retail Price announced on competitors' websites ² Based on BRP internal testing and information on competitors' websites³ Based on BRP internal testing. Traveling at 50 mph (80.47 km/h).

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The Can-Am Outlander 6X6 1000 XT ATV will be available for sale in International markets as a 2014 model beginning in the spring of 2014. North American availability begins later in the summer of 2014 as a 2015 model.

Some models, equipment and accessories may not be available in all countries.

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