

brp.com

Ski-Doo®

Lynx®

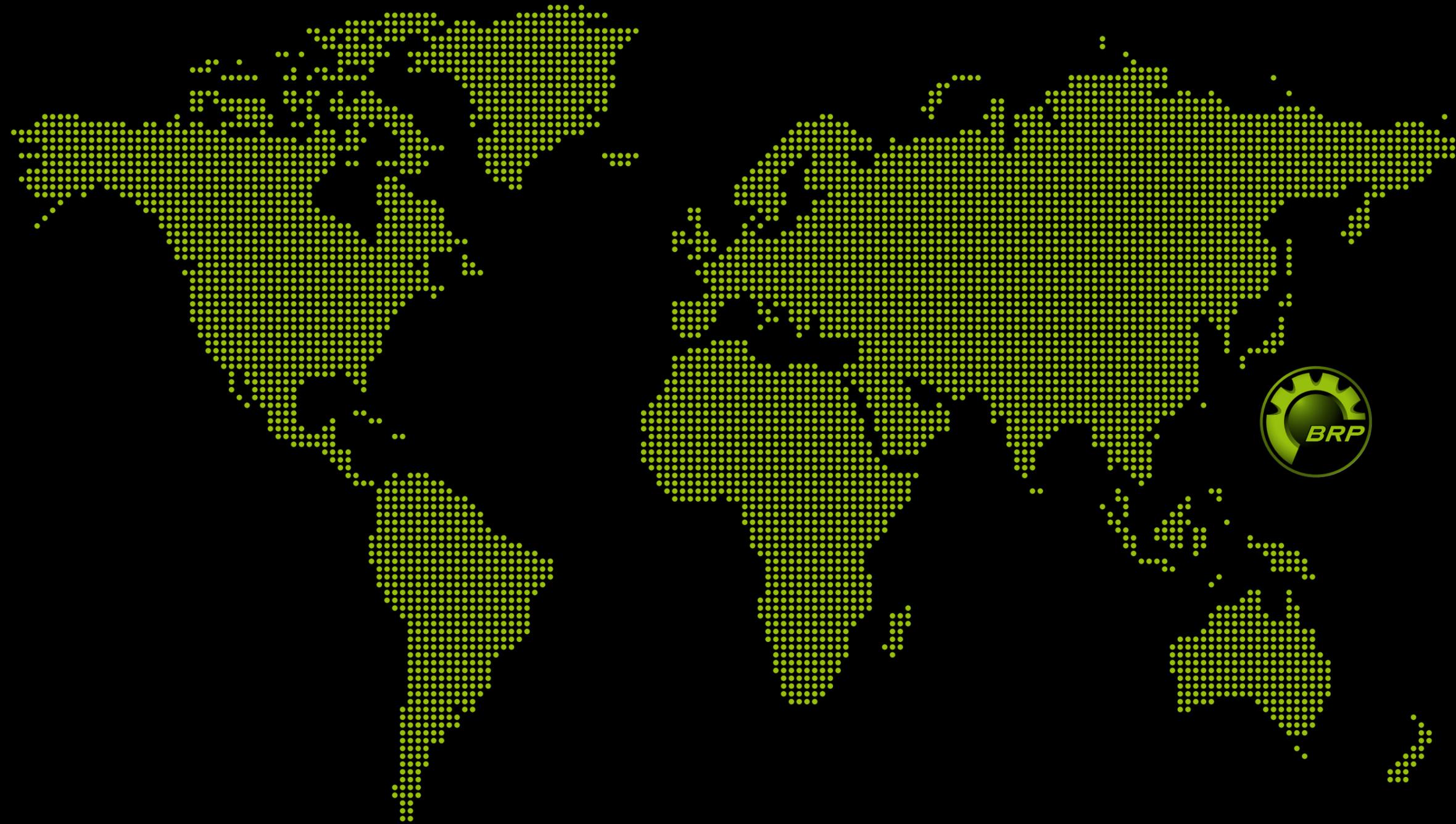
Sea-Doo®

Evinrude®

Rotax®

Can-Am®

Johnson®





A WORD FROM THE CEO

For over 70 years, passion and innovation have been at the core of BRP and of its employees. Our commitment to consistently set industry benchmarks has now made BRP a world leader in the powersports world.

This leadership is a serious responsibility, extending far beyond the products we build. It goes from enriching consumer experience by building a highly skilled and engaged global distribution network, to delivering services and meaningful innovations to ensure we provide the best experience ever, and to offering all types of riders the best technology, performance and comfort.

We are trendsetters; our focus on innovation is key to our success. We want to create market-shaping products that help the powersports world achieve the ultimate ride. In short, our aim remains to move people, not just physically, but emotionally as well. We are committed to continue developing meaningful innovations and commercializing efficient products so that more and more people experience the fun of riding one of our products.

The possibilities are endless, as is our passion and commitment.

José Boisjoli, President and Chief Executive Officer

IN BRIEF

At BRP, we understand that nothing is more valuable than your free time. That is why BRP is dedicated to continuously finding new and better ways to help you enjoy your favourite powersports. From snow to water, both on- and off-road and in the air, our passion for adventure fuels the innovations that result in the ultimate powersports experience for our customers. We value the land and water we play on, and are committed to protect it, above all else, so that each outing can be the most enjoyable and memorable experience possible. Because your free time should always be your best time.

Headquartered in Valcourt, Québec, Canada, Bombardier Recreational Products Inc. (BRP) is a world leader in designing, developing, manufacturing, distributing and marketing motorised recreational vehicles. BRP's team of more than 6,000 employees carries on the tradition of industry-leading innovation at manufacturing sites in Canada, the United States, Austria, Finland and Mexico. BRP's portfolio of brands and products includes: Ski-Doo® and Lynx® snowmobiles, Sea-Doo® watercraft, Evinrude® and Johnson® outboard engines, Can-Am® all-terrain and side-by-side vehicles and roadsters, Rotax® engines for karts, motorcycles, ultra light and light aircraft.

OWNERSHIP

- 50% Bain Capital
- 35% Bombardier family, and
- 15% *Caisse de dépôt et placement du Québec*, second largest pension fund in Canada.

INTERNATIONAL PRESENCE

- BRP employs more than 6,000 people who continue our 70-year tradition of innovation across manufacturing sites in Canada, the United States, Austria, Finland and Mexico.
- Since 2003, BRP has expanded its direct distribution to reinforce its presence in key markets. Today, BRP products are sold in more than 100 countries thanks to distributors and a network of 3,500 dealers across 19 countries.



RIC – Regionales Innovations Centrum, Günskirchen, Austria



CDI – Laurent Beaudoin Design & Innovation Centre, Valcourt, Canada



CTA – Centre de technologies avancées, Sherbrooke, Canada

SHAPING THE POWERSPORTS WORLD

At BRP, we are visionaries by nature. Our unflinching passion for innovation and design fulfills our promise to provide our customers with an inspiring and unparalleled motorised recreational experience. To this end, we have set up state-of-the-art R&D centres where engineers and designers bring that promise to life. Providing our customers with the ultimate powersports experience is tightly bound to a concern for the environment. Two of our research centres are focused on reducing the environmental footprint of our products. The *Centre de technologies avancées* (CTA) a partnership between BRP and *Université de Sherbrooke* in Sherbrooke, Canada, is devoted entirely to developing new, environmentally friendly technologies for motorised recreational vehicles. The *Regionales Innovations Centrum* (RIC) in Günskirchen, Austria, for its part, focuses on developing the next generation of efficient, lower-emission powertrain technologies. Both research centres are key facilities that will move BRP along the road towards offering its customers eco-performing vehicles.

The Laurent Beaudoin Design & Innovation Centre (CDI) in Valcourt, Canada, is where some of the best designers in the world are given the freedom to create highly innovative and functional products. Within a multicultural environment of collaboration and crosspollination, BRP designers can explore, rethink and create the unexpected.

Working in close conjunction with these research centres is the Product Development Centre. Its mission is to find a winning balance between state-of-the-art engineering and beautiful design. The Centre brings an important level of rigour and efficiency to the development process. Through these four centres, BRP's vision and passion continues to create the design and technology that will define the powersports world of tomorrow.



BRP AROUND THE WORLD

● MANUFACTURING SITES

- Austria
- Canada
- Finland
- Mexico
- United States

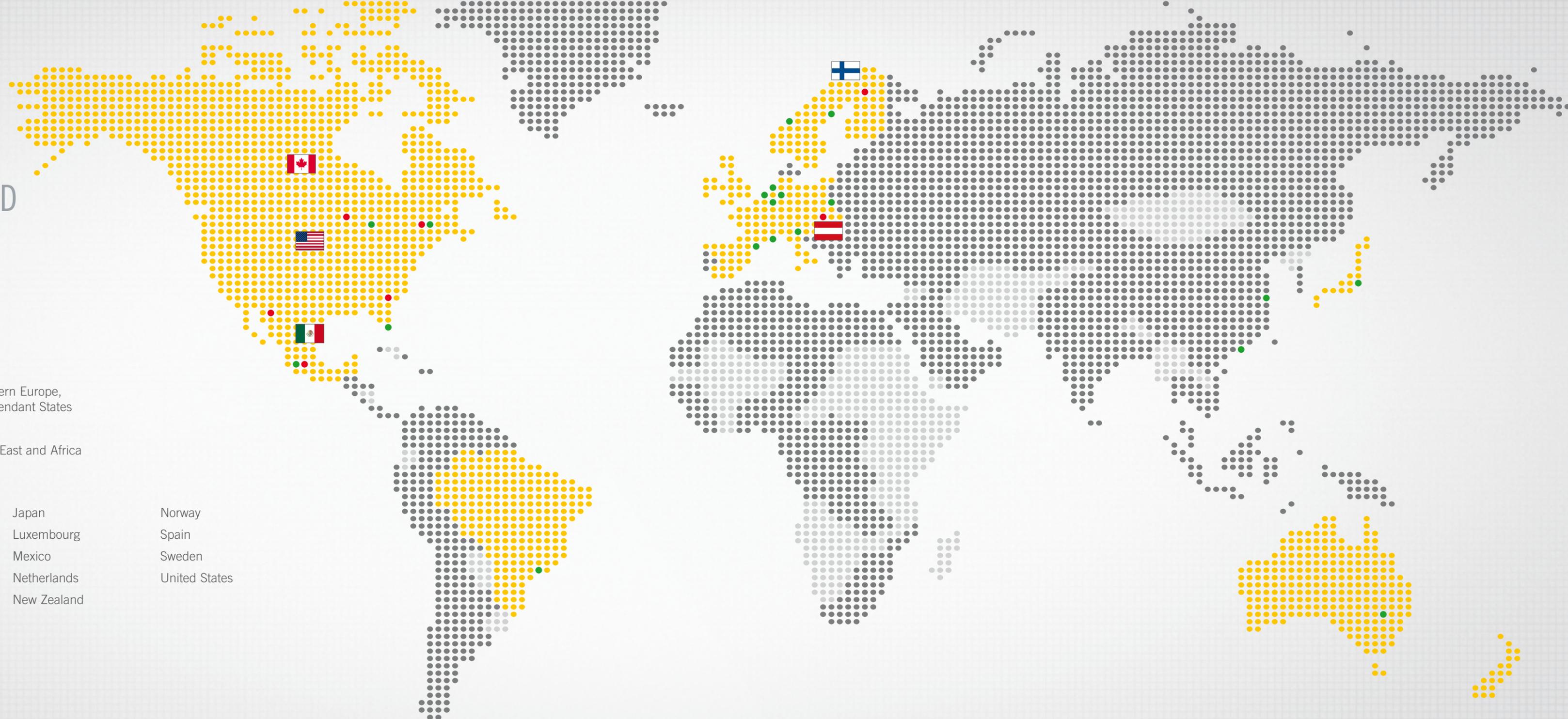
● REGIONAL OFFICES

- Asia Pacific
- Latin America
- North America
- Russia, Central and Eastern Europe, Commonwealth of Independent States
- Scandinavia
- Western Europe, Middle East and Africa

● DEALERSHIP NETWORK

- Australia
- Austria
- Belgium
- Brazil
- Canada
- Finland
- France
- Germany
- Great Britain
- Italy
- Japan
- Luxembourg
- Mexico
- Netherlands
- New Zealand
- Norway
- Spain
- Sweden
- United States

● DISTRIBUTION NETWORK



The Ski-Doo® snowmobile is launched. J.A. Bombardier is the first individual to mass-produce snowmobiles and create a new sport.



The new generation of Sea-Doo PWCs is launched, creating a whole new industry.



Acquisition of Nordtrac Oy. Finland's sole snowmobile manufacturer is located in Rovaniemi and builds Lynx® snowmobiles designed especially for the Scandinavian market.

Bombardier Recreational Products Inc. becomes a privately held company, doing business as BRP.

Launch of Evinrude E-TEC® outboard engines, marking the beginning of a revolutionary generation of cleaner, quieter, lighter and more fuel-efficient outboard engines.

Acquisition of the outboard engine assets of the bankrupt Outboard Motor Corporation (OMC), which include the Evinrude® and Johnson® brands.



Bombardier ATV becomes Can-Am® ATV. BRP launches its 2007 all-terrain vehicle line-up and re-brands its ATV segment to Can-Am. The Can-Am name recaptures the spirit of BRP's unrivalled performance, superb handling and advanced design that are unique in the industry.



BRP brings Can-Am DNA to the side-by-side market by introducing the 2011 Can-Am Commander line-up. The five-model line-up with two engine options delivers on the Can-Am promise of cutting-edge design, meaningful innovation and a focus on convenience, maximum value and more usability.



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A TRAILBLAZING HISTORY

First Sea-Doo® personal watercraft is launched.



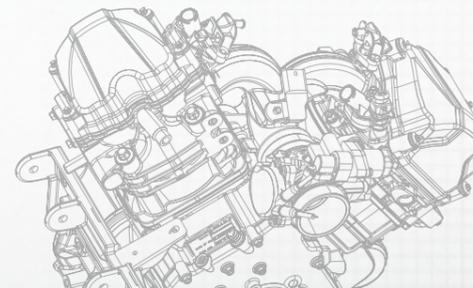
Acquisition of the Austrian company Lohnerwerke GmbH and its subsidiary, Rotax-Werk, manufacturers of Rotax engines.



The two millionth Ski-Doo snowmobile is manufactured in Valcourt, Québec.



BRP enters the all-terrain vehicle (ATV) market by introducing a prototype of its innovative Bombardier ATV, the Traxter model.



Introduction of the Ski-Doo REV® platform, snowmobiling's most radical evolution in 40 years – it revolutionizes the snowmobile industry.



BRP introduces its first "on-road" vehicle, the Can-Am Spyder® roadster. This three-wheel vehicle, with two wheels in the front and one in the rear, offers a balance of performance and peace of mind.





ski-doo®



CONTINUING TO BLAZE A TRAIL

“ BRP’s snowmobile lines are engineered to BRP standards to make anyone a better rider, whether the goal is a leisure outing or a podium finish. ”

The adventure began more than 50 years ago with the creation and commercialisation of the first snowmobile, an invention that forever changed the way people relate to winter. An industry was launched that has since spawned a winter lifestyle phenomenon. The number one snowmobile brand in the world, BRP’s Ski-Doo snowmobiles deliver exceptional performance, engineering, design and comfort. BRP also manufactures snowmobiles under the Lynx name, designed for Northern European markets, including Scandinavia and Russia. Both snowmobile lines are engineered to BRP standards to make anyone a better rider, whether the goal is a leisure outing or a podium finish.

All Ski-Doo and Lynx snowmobiles are powered by Rotax engines, with either 2- or 4-stroke leading edge technologies, to deliver exceptional power and unprecedented fuel economy. BRP’s Rotax engines also set the industry benchmark for low emissions. In fact, certain models produce virtually no smoke or smell. One of the best measurements of a sled’s performance – acceleration, cornering and manoeuvrability – is its power-to-weight ratio. In this area, BRP’s exceptionally lightweight platform combined with the power of Rotax engines allows Ski-Doo and Lynx riders to enjoy the most nimble and exhilarating ride possible.

Carrying on BRP’s tradition of meaningful innovation, today Ski-Doo and Lynx snowmobiles are quieter, lighter, more ergonomically advanced and even better performing than previous generations. Snowmobilers everywhere are continuing the love affair with winter that J. Armand Bombardier inaugurated so long ago. And true to their heritage, BRP’s Ski-Doo and Lynx snowmobiles will remain the leading providers of that experience.



SEA-DOO



RIDING THE CREST OF WATER SPORTS SUCCESS

“Sophisticated BRP technologies deliver an incredibly effortless on-water experience.”

An industry pioneer, the Sea-Doo brand is a technologically innovative leader in water sports fun. From family escapes to luxury touring and pure performance, Sea-Doo watercraft combine superior handling, attractive design and cutting-edge performance thanks to BRP's exclusive “intelligent” iControl technologies.

Confirming BRP's leadership in design, innovation and safety features, the iControl technologies feature the world's first on-water brake and reverse system (iBR), the activity-specific throttle control (ITC), and a unique suspension system (iS or S). Today many safety and rescue groups use BRP's Sea-Doo watercraft equipped with the innovative iBR brake and reverse system for the unprecedented safety it offers riders. These sophisticated BRP technologies deliver an incredibly effortless on-water experience that maximises the rider's enjoyment.

BRP is committed to creating the finest selection of watercraft to provide leisure riders and powersports enthusiasts great fun on the water.



can-am



COVERING NEW GROUND

“Riders enjoy superior comfort, stability and power for the ultimate ride on any terrain.”

The Can-Am brand first made headlines in the early 70s with a range of revolutionary vehicles that conquered the imagination of the motocross world with their performance edge over the competition. Today, the innovative spirit and exhilaration evoked by the legendary Can-Am name grace BRP's all-terrain and side-by-side vehicles.

Designed for both leisure-minded and performance riders, Can-Am ATVs are built from three main elements: best-in-class power, precision-engineered handling and rider-focused design. Riders enjoy superior comfort, stability and power for the ultimate ride on any terrain. When put to the test on the race course, Can-Am ATVs regularly garner top podium positions in cross-country endurance races held in some of the harshest environments in the world. The Can-Am ATV family also includes the only ATV specifically designed for two riders.

To complete its off-road segment, BRP introduced the Can-Am Commander side-by-side vehicle in 2010 and unveiled its first sport model, the Can-Am Maverick, in 2012. Can-Am side-by-side vehicles offer the same versatility, comfort and performance as the ATV line-up. In line with its commitment to reducing its impact on the environment, BRP introduced the same year its zero-emission Can-Am Commander electric side-by-side vehicle, based on technology developed during a project to design Mars and moon rovers for the Canadian Space Agency.

BRP's off-road family of Can-Am ATVs and side-by-side vehicles allows riders, now more than ever, to go just about anywhere – whether the goal is trail riding, off-trail exploration or taking on the most challenging competitive course.



can-am



RIDING REINVENTED

“The Spyder roadster has made the thrill of getting out on the road instantly accessible for thousands of riders.”

True to its history of innovation, BRP introduced the revolutionary Can-Am Spyder roadster in 2007. Since then, BRP has introduced two other models, the Spyder RT (touring) model in 2010 and the Spyder ST roadster in 2012; a sport-touring vehicle with the right blend of comfort and sportiness to set it apart from the others. The Can-Am roadster marks the company's first foray into the on-road vehicle segment. Part motorcycle, part convertible sports car, it offers balance between performance and peace of mind for those who are looking to combine the freedom of the open road with a greater sense of stability and control. Since its launch, the Spyder roadster has made the thrill of getting out on the road instantly accessible for thousands of riders. It is another example of how BRP's innovative spirit results in better ways – and in this case, an entirely new way – for riders to enjoy their free time. The defining trademark of the Spyder roadster is its three-wheeled footprint, or Y™-architecture.

The unique, sporty stance allows it to host an innovative system that integrates anti-lock braking, traction and stability control to deliver an incredibly confident ride. The Spyder roadster is equally recognisable for its eye-catching, fluid-edge design. At the heart of every Can-Am Spyder roadster is a legendary Rotax engine, which can be calibrated for either sport or touring riding. An intriguing and fun ride, the Spyder roadster is just the latest embodiment of BRP's passion for powersports. Whether the destination is downtown or out-of-town, the Can-Am roadster allows riders to enjoy the open road in a whole new way.



EVINRUDE



LEADING THE WAY

“Whether it’s a small- or high-output model, all Evinrude engines carry the same trademark qualities: reliability, quiet performance and ease of use.”

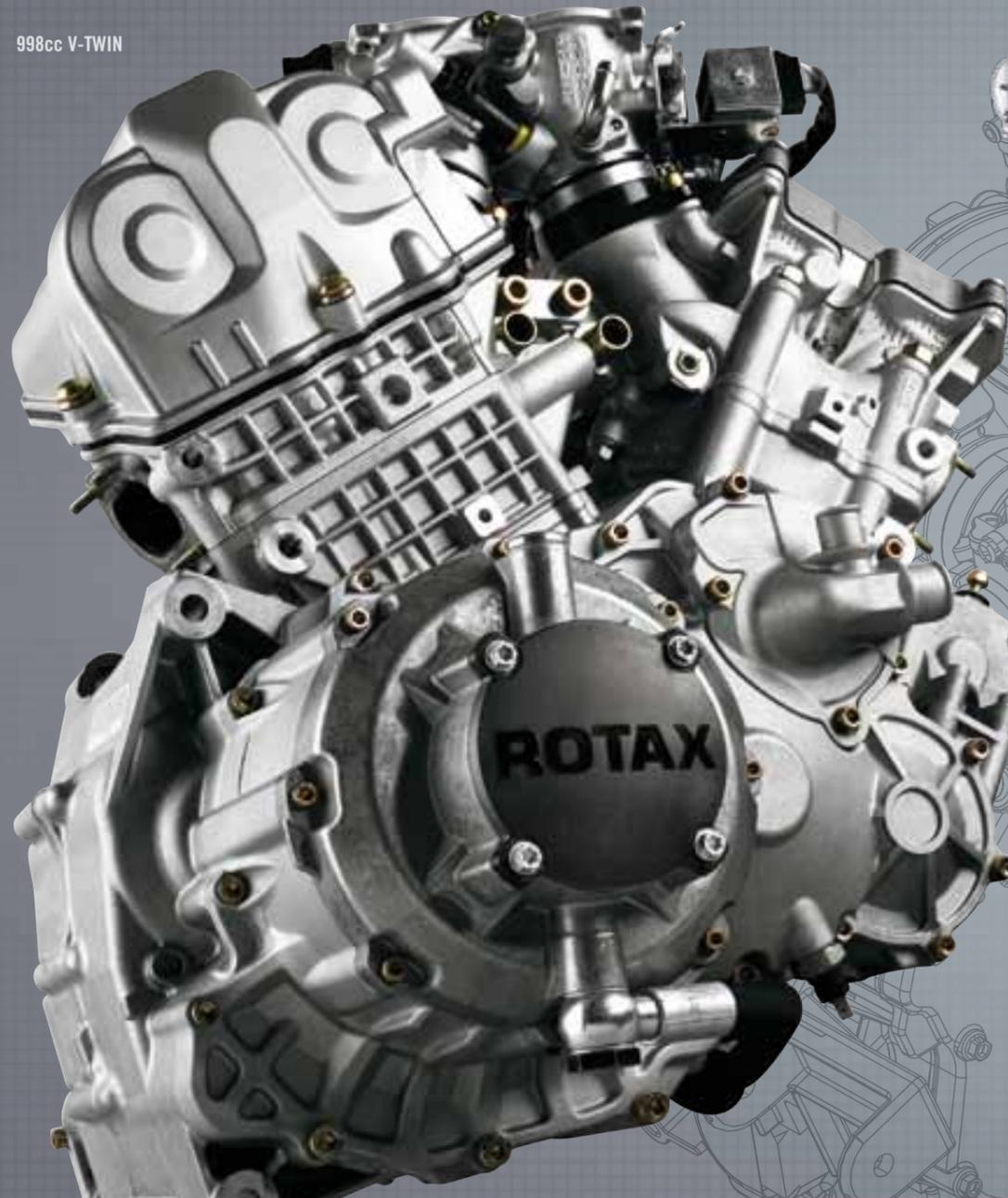
BRP revived and strengthened the Evinrude brand, once owned by the former Outboard Motor Corporation (OMC), with its introduction of the Evinrude E-TEC engine. BRP took it a step further when it brought to market the E-TEC 2-stroke direct-injection technology that set a new benchmark in the marine industry. Today, Evinrude outboards continue to define the industry.

Whether it’s a small- or high-output model, all Evinrude engines carry the same trademark qualities: reliability, quiet performance and ease of use. Nearly all Evinrude engines contain a sophisticated computer management system that calculates the maximum amount of fuel needed at any given RPM, making them not only dependable, but highly fuel efficient too.

In line with BRP’s environmental vision, Evinrude outboard engines have the lowest reportable emissions of any outboard engine, even the four-stroke models. They meet the toughest emission standards set by the U.S. Environmental Protection Agency (EPA), European Union (EU) and California Air Resources Board (CARB). In fact, BRP won the EPA’s coveted Clean Air Technology Excellence Award for its Evinrude E-TEC engines – the first time ever this award has been given to an outboard engine manufacturer. BRP’s Evinrude 2-stroke engines are also the first since 1976 to receive authorisation from the nautical authorities for operation on Lake Constance (Bodensee), Central Europe’s second-largest freshwater lake and one of the most environmentally sensitive water bodies in Europe.

BRP will continue to take the Evinrude outboard legend further, providing boaters everywhere with cutting-edge, performance-driven technology that delivers a superior, trouble-free boating experience.

998cc V-TWIN



125 MAX DD2



912 IS



ACE 600



800R E-TEC



ROTAX



POWERING PASSION

“Today, there is a Rotax engine at the heart of every BRP vehicle.”

An established global leader in the design and manufacturing of 4-stroke and advanced 2-stroke engines, BRP develops highly individualised Rotax engines for a wide variety of markets and applications. For more than nine decades, this segment has developed hundreds of engine types and produced over seven million engines, both for BRP products as well as distinguished original equipment manufacturers.

In 1962, the incorporation of a Rotax engine into a Ski-Doo snowmobile sparked our ongoing passion for the ultimate engine performance. Today, there is a Rotax engine at the heart of every BRP vehicle. Thanks to their reliability, power and low maintenance, 4- and 2-stroke Rotax engines based on market-leading 4-TEC, E-TEC and ACE technologies are powersports industry yardsticks. BRP has long been committed to developing eco-performing technologies. The Rotax ACE and E-TEC engines set the industry standard for fuel efficiency and emissions, producing hardly any smoke or smell. Their emission and consumption performances meet some of the toughest environmental regulations, be they the standards of the U.S. Environmental Protection Agency (EPA) or the European Union (EU).

BRP is also the world's leading supplier of ultra-light and lightweight aircraft engines, offering both advanced 4-stroke 4-cylinder and proven 2-stroke 2-cylinder engines. BRP brought the Rotax 912 IS engine to this industry, offering unprecedented fuel economy and lower emissions while maintaining the performance and reliability that all Rotax engines are known for.

Whether on land, snow, water or in the air, Rotax engines combine passion with power, delivering on BRP's promise of the ultimate ride.



A SUPERIOR FINISHING TOUCH

CLOTHES MAKE THE FAN

At BRP, we go beyond simply designing, manufacturing and distributing recreational products: we are purveyors of a lifestyle, of an experience – in short, of fun.

Just as we spare no effort in the development of our vehicles, we call upon our dedicated teams of engineers, designers, technicians and marketers to develop the most functional and technologically advanced accessories and riding gear available. The state-of-the-art textiles and manufacturing processes we use provide benchmark performance gear in terms of abrasion-resistance, waterproof qualities, breathability, comfort, insulation, and graphic design. Moreover, our accessory and gear offerings alike integrate aesthetically with our various product lines. They allow BRP product enthusiasts to express their passion and live the BRP experience to the max, while contributing to their sense of confidence. In essence, our accessories and riding gear enhance the BRP experience.

MANY PARTS MAKE THE WHOLE

Providing top-notch support to our dealers and consumers is a top priority at BRP, for in so doing we enhance their positive perception of BRP. We deliver reliable, comprehensive after-sales service that is responsive to individual needs, because satisfied clients are loyal clients. Our highly qualified personnel, certification programs and complete range of service parts ensure the proper servicing and maintenance of our products and vehicles.

At BRP, we take fun seriously and work hard to ensure that every outing is the most enjoyable, memorable and thrilling experience possible.



INNOVATION AND AWARDS

Innovative technology and striking design define all BRP products. These innovations have long set the benchmark for what is cutting edge in the motorised recreational world. Today, BRP products can claim an illustrious track record of recognition from both within and outside the industry.

With an uncompromising commitment to delivering the ultimate ride for its customers, it is not surprising that BRP innovations have been honoured with awards across a number of categories: customer satisfaction, design and innovation, environmental performance and safety. This recognition has come from an equally broad range of organisations.

As part of its efforts to reduce the environmental footprint of its products, BRP focuses on technologies that make them more efficient and cleaner. The Can-Am Commander electric side-by-side vehicle is just one example of BRP vehicles that offer new and greener opportunities for powersports riders. Leading the industry in low-emission technology, BRP's Rotax engines and Evinrude outboard engines meet the most stringent emission standards in the world. In fact, BRP received a prestigious U.S. Environmental Protection Agency (EPA) Clean Air Technology Excellence Award for its E-TEC technology – a first ever for an outboard engine manufacturer.

Sea-Doo GTX Ltd iS equipped with iBR, the first braking system on a PWC



Ski-Doo snowmobile with the REV platform

Can-Am Spyder roadster



Can-Am Commander electric side-by-side vehicle



2012
Sea-Doo RXP-X watercraft
– Red Dot Design Award



2011
Ski-Doo Skandic Tundra ACE 600
snowmobile – Good Design Award

2005
Evinrude E-TEC outboard engines –
U.S. EPA Clean Air Technology Excellence Award



When it comes to the important matter of rider safety, BRP has distinguished itself with a world first: an on-water braking system for its Sea-Doo watercraft. BRP was honoured with a U.S. Coast Guard Office of Auxiliary and Boating Safety Award for this iBR (Intelligent Brake & Reverse) system that allows riders to stop up to 30 m (100 ft) sooner than other watercraft.* The system exemplifies how BRP innovations translate into meaningful improvements that enhance the customer's experience.

BRP's spirit of invention has always expressed itself through a talent for trendsetting design. Over the years, its products have captured numerous coveted international design awards, including Red Dot Awards, Good Design Awards and IDEAs (International Design Excellence Awards). Outstanding design is a trademark of BRP products, as evidenced by the consistent recognition bestowed upon them.

BRP's passion for innovation is a relentless force that pushes it to achieve new levels in the quest for the ultimate motorised recreational experience. Each honour we receive only spurs us on to further success.

*Based on BRP internal testing. Travelling at 80.47 km/h (50 mph).



CORPORATE RESPONSIBILITY

COMMUNITY INVOLVEMENT

BRP is committed to responsible recreation, from both a human and environmental perspective. We are part of a network of like-minded citizens, working together to promote better practices wherever consumers are active, on snow and water, both on- and off-road or in the air.

We are dedicated to the wellness of our employees and that of the general public. An active member of the communities in which it does business, BRP supports local health-related fundraising initiatives as well as various charitable and aid organisations. BRP also partners with and provides financial support to universities and research centres, boosting the economic prosperity of their regions and giving talented people the opportunity to flourish.

WE PUT HARD WORK INTO ENVIRONMENTALLY RESPONSIBLE PLAY

Breakthroughs are a constant at BRP. And for us, innovation and optimisation go hand-in-hand with reducing the environmental footprint of our products. This notion of responsibility is also reflected in our Health, Safety and Environmental Policy related to our operations. Our products comply with, and often go beyond, all applicable regulations, be they the emission standards of the U.S. Environmental Protection Agency (EPA), the California Air Resources Board (CARB), the European Union (EU) or any other standards. BRP's award-winning R&D and design teams are constantly looking for ways to maximise fun while minimising the impact on the environment.