



## ***Press release***

### **BRP TO INVEST IN MEXICO TO EXPAND ITS MANUFACTURING AND SUPPORT ITS GROWTH**

- Brand-new facility of 46,000 m<sup>2</sup> in Juárez
- Estimated investment of CA\$55 million
- Approximately 900 permanent jobs created as a result of this investment

**Valcourt, Québec, Canada, May 6, 2014** — BRP Inc. (TSX: DOO) today announced its decision to reinforce its presence in Mexico by investing in a new facility in Juárez, Mexico, to expand its Can-Am product offering and meet future demand in off-road segments.

The 46,000-m<sup>2</sup> (500,000-ft<sup>2</sup>) facility will be located in Juárez. It represents an investment of an estimated 654 million Mexican pesos (CA\$55 million) and could result in the creation of approximately 900 permanent jobs upon completion. The company's previously issued guidance for fiscal year 2015 capital expenditure remains unchanged from CA\$165M to CA\$175M.

“The off-road industry is strong and growing fast and our Can-Am all-terrain and side-by-side vehicles continue to make inroads in the market place. We are investing in a new facility to meet future demand and in expectation of entering new ORV segments,” said José Boisjoli, BRP's president and chief executive officer. “This investment will also provide us with space for the potential insourcing of certain operations, and will bring logistics closer to our manufacturing operations.”

The construction will start in the upcoming months and the manufacturing operations are expected to begin by the end of 2015. This project is expected to be completed by the end of 2017.

“The location was a logical choice for BRP as we already have a facility in Juárez where operations are going very well. Both plants will be geographically close to each other,” said Sylvain Blanchette, vice-president, Operations in Mexico. “The culture and values of BRP are well established among our employees and we have a strong talent pool in Juárez.”

This will represent BRP's third manufacturing facility in Mexico where BRP has had an established presence since 2001.

**About BRP**

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 billion from 105 countries, the Company employs approximately 7,100 people worldwide.

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

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