



City of
BELOIT, Wisconsin

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FOR IMMEDIATE RELEASE

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BRP ANNOUNCES PURCHASE OF THE FIRST SEA-DOO SEARCH AND RESCUE (SAR) WATERCRAFT

Sherbrooke, Quebec - October 31, 2014: BRP's Specialized Vehicle Group (SVG) is pleased to announce that the Beloit Wisconsin Fire Department purchased BRP's first production model of the Sea-Doo SAR(Search and Rescue).

The Sea-Doo SAR is a revolutionary, purpose built personal water craft that includes unique features such as: dual inflatable Hypalon® sponsons, heavy duty front bumper, carbon-fiber rear mast/navigation light, and running boards. The SAR also has a special shallow water navigation kit including a shock protested cooling system, internal heat exchanger for engine cooling, anti-debris intake grate, stainless steel impeller and wear ring and a hull with shock and abrasion protective elastomeric coating. The Sea-Doo SAR addresses the shortcomings of all other watercraft used for shallow water, open water and surf rescue operations.

The City of Beloit Fire Department purchased this unit after its former rescue unit was irreparably damaged during training in May of 2014. The Beloit Fire Department is developing a Joint Swift Water Rescue Team with the South Beloit Fire Department.

The Sea-Do SAR is an invaluable addition to team assets and dramatically improves response efficiency and rescuer safety. The Beloit Fire Department sent four firefighters to special training on operation of the unit on Class 3 rapids and open water earlier this month.

Fire Chief Brad Liggett of the Beloit Fire Department stated, "Our responsibility as a fire department is to meet the missions we encounter. As our society changes, the risk associated with certain types of water based recreation, must be met with equipment designed for the task. The Sea-Do SAR is a tool that makes us mission ready for these difficult rescue situations."

The Beloit Fire Department will continue to train staff with the unit on open water in the City of Beloit so the operators maintain a high level of proficiency and also increase navigational awareness of the Rock River.

"We are excited to have the Beloit Fire Department on the Sea-Doo SAR team with the purchase of the very first Sea-Doo SAR off of the SVG assembly line here in Sherbrooke designed for the Fire Service. Their purchase validates the hard work our design team put into the fantastic watercraft and we know it will serve them well in the Beloit Fires operational environment." said Francois Tremblay, Director General of the SVG.

The cost of the unit was \$30,848, and its expected lifespan will be 10 years.

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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.

About Beloit Fire Department Swift Water Rescue

The City of Beloit Fire Department currently has 12 technician level trained personnel. All of the swift water certifications have been completed with Atlas Outfitters in Dunbar, WI. Our personnel were trained in class IV rapids on the physically and emotionally demanding big waters of the Menominee River. Four team members have been trained for Train the Trainer with the Sea-Doo SAR and will be training the rest of the team over the next several months. The City of Beloit Fire Department's Swift Water Rescue personnel have the ability to create land-based water rescue systems, as well as perform water-based contact rescues. The City of Beloit Swift Water Rescue Team will provide mutual aid to neighboring jurisdictions during water related emergency incidents at their request through the Mutual Aid Box Alarm System. The City of Beloit and City of South Beloit's Swift Water Rescue Team is a joint team with common operating procedures, joint training, and simultaneous response capacity.



SEA-DOO MOVE

SEA-DOO
SEARCH AND RESCUE

MS-1308-II

SEA-DOO
CUTTING EDGE

RESCUE