

## **TRACY CROCKER JOINS EVINRUDE AS SENIOR VICE PRESIDENT AND GENERAL MANAGER**

***STURTEVANT, Wis., August 25, 2017*** – BRP, a world leader in powersports, announced today that Tracy Crocker has been appointed to the position of senior vice-president and general manager, Evinrude following the retirement of his predecessor last month.

“Tracy brings over 30 years of experience, 20 in senior executive roles, for global companies such as Proctor & Gamble, Pepsi, Nabisco, Ecolab, and most recently, Arctic Cat,” said José Boisjoli, president and CEO. “Tracy is an accomplished strategist and team leader with a solid track record, one who has helped organizations connect strategy to action plans and action plans to people.”