



FIRST EVER ATTEMPTED FLORIDA SOUTHERN LOOP EXPEDITION COMPLETED BY EASTWARD BOATS

STURTEVANT, Wis., September 27, 2017 – BRP, a world leader in powersports, announced today Evinrude has powered and Eastward Boats' expedition around the bottom half of Florida. Using an Eastward Coastal 2200, the mission was designed to show the incredible diversity of fishing and cruising that the state has to offer. The two-man crew attempted to see how many different species of fish they could catch along the 500-mile route, fishing inshore, offshore and in freshwater – all out of the same boat. The trip began on the North Fork of the St. Lucie River, in Port St. Lucie. The team, along with a camera boat, traveled across the state through Lake Okeechobee, down the west coast in the Gulf of Mexico and through the Everglades. The journey continued up through the Keys and north along the coast in the Atlantic Ocean, returning to the original launch site.

“Choosing the right boat and equipment for the trip was imperative to make sure we were able to handle the diverse conditions that we knew we would encounter,” said Dave East, president, Eastward Boats. “The Eastward Coastal 2200 is a boat that bridges the gap between a bay boat and an offshore center console, so it can navigate rough open-water as well as the shallow flats. The Evinrude E-TEC G2 200 H.P. outboard was chosen for its efficiency and ability to stretch the fuel range.”

Combining thrilling performance with the most intelligent design and the cleanest outboard engine combustion technology available, Evinrude E-TEC G2 models deliver up to 30% more torque, up to 15% better fuel efficiency and up to 75% fewer total regulated emissions compared to leading four-stroke outboard engines.

“I was pleasantly surprised that we were able to go from LaBelle to Fort Meyers, a trip of 150 miles, and only burned 32 gallons of fuel, or 4.86 miles to the gallon,” continued East. “The roughest day we had, we made it from the Port of the Islands in the Everglades, all the way around the back side of the Everglades, cutting through the back country, to Islamorada on 17.4 gallons of fuel with a 200 HP Evinrude E-TEC G2 engine. That's well over 100 miles at 5.75 mpg. You can talk about the two-stroke, four-stroke controversy all you want, but numbers don't lie. To make that long of a run on that little amount of fuel, totally changes your boating experience.”

During the journey, the team produced a video that covered the route, destinations, where the crew stayed, fish that are caught and the beautiful scenery encountered. The video also detailed provisions, trip preparations, how the boat was outfitted, fishing information, accommodations, fuel stops and more, so that anyone looking to make the same trip, or any leg, will have all the information they need. To view the six-part video, please visit:

eastwardboats.com/bass_and_bays_012.htm

Coverage of the expedition will air on the Pursuit Channel and Trophy Taker Outdoors' *Travel by Boat* miniseries, beginning September 9th at 10 a.m. on the Pursuit Channel. Viewers can watch on most satellite providers and on Verizon, Century Link, Roku or vidillion.tv live.

“When planning a journey of this magnitude, factors such as fuel economy, low maintenance design and ease of use are necessary considerations,” said Olivier Pierini, Evinrude director of global marketing and strategic planning. “We are very excited to have been a part of the Eastward Boats' expedition and more than pleased with the reliability and performance of the Evinrude E-TEC G2 engine.”

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BRP's Evinrude engine line up, from 3.5 to 300 HP, offers customers superior value across a full range of applications. The all-new Evinrude E-TEC G2 engines are now available from 150 to 300 HP. Engines are available at authorized Evinrude dealerships worldwide. Follow Evinrude on Facebook at www.facebook.com/brpevinrude.

For a complete list of new and existing Evinrude dealers, visit www.evinrude.com.

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\$3.8 billion from over 100 countries, the Company employs approximately 7,900 people worldwide.

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For more information:

Rus Graham
603-799-2540
Rushton Gregory Communications
rgraham@rushtongregory.com

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