



## ***Press Release***

### **BRP RECEIVES MORE AWARDS AND RECOGNITION FOR ITS CAN-AM VEHICLES**

#### ***Dirt Trax Magazine Honours Five Can-Am ATVs and Commander Side-By-Sides***

***Valcourt, Québec, February 1, 2012*** – *Dirt Trax Magazine*, a North American ATV and off-road publication, has named three Can-Am off-road vehicles as 2012 Best In Class winners. The models, named in its latest issue currently on newsstands, are: **2012 Can-Am Outlander 1000 XT**, **Can-Am Renegade 1000** and the **Can-Am Commander 800R**.

“The BIC Awards were developed in response to what we perceived as a need for better industry awards,” explained Mark Lester, *Dirt Trax Magazine* publisher. “As a result we have developed the categories you see in the current BIC award protocol for Best In Class honours each year. The emergence of BIC awards for two categories of SxS vehicles is an indication of how we’ve attempted to ensure we’re paying attention to emerging and significant categories in the ATV / SXS business.”

*Dirt Trax Magazine* editors determine best-in-class machines by comparing them to competitive models within their class during testing. Vehicles are compared in areas such as power, handling, suspension, ergonomics and build quality, among other determining factors.

“Having three Can-Am vehicles receive best-in-class honours is a tremendous accomplishment for everyone at BRP,” stated Yves Leduc, Vice-President and General Manager, North America. “Industry recognition and the Best In Class awards are always something to strive for and prove to off-road enthusiasts and it is positive reinforcement for all the dedicated work put in by our design, engineering and marketing teams.”

Redesigned for 2012, the Can-Am Outlander 1000 was a unanimous choice as the Best Big Bore Sport Utility ATV. Editors raved about its second-generation chassis and new 976cc Rotax engine, calling it “the most outrageously fast and powerful ATV ever built and the best handling and best riding ATV BRP has ever produced.” Editors named the 2012 Can-Am Renegade 1000 the Best Trail Sport ATV, saying “the new chassis takes what was a stand out Trail Sport 4X4 and makes it literally incomparable in the segment.” The Can-Am Commander 800R was selected as the Best In Class Dual Purpose UTV for its unequalled handling and ride and smooth power delivery for both work and play.

The all-new Outlander 800R (Best Big Bore Sport Utility ATV), the DS 450 (Best Hardcore Sport ATV) and the Can-Am Outlander Max 650 (Best 2-Up ATV) were named runner-up vehicles.

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