



DAS ULTIMATIVE POWERSPORT-ERLEBNIS



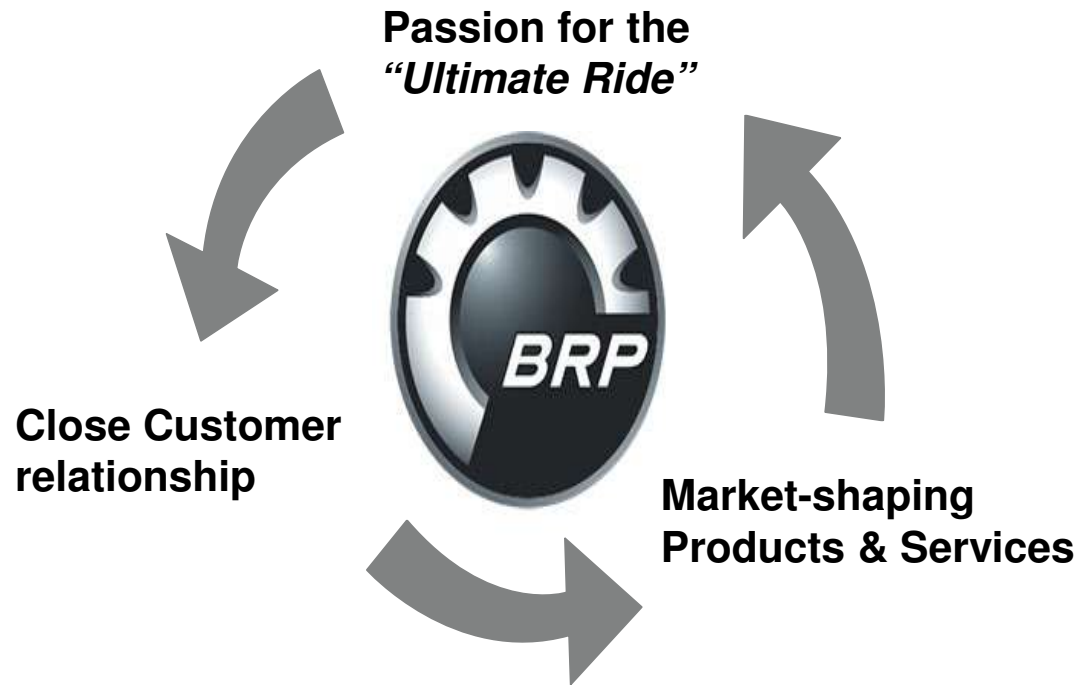
BRP (TSX:DOO)

Agenda

- BRP Inc / BRP – Powertrain GmbH&CoKG / RIC GmbH
- Global Trends
- Challenges
- Why KIC – AVM? Expectations of the Industry
- Summary

BRP Vision

Passion and innovation that moves the powersport world



BRP Overview

BRP Market Segmentation

ROTAX 

LYNX 

can-am 

SEA-DOO 

ski-doo 

EVINRUDE 



BRP Overview

6 Product lines

105 Countries

4,200 Dealers

3 Advanced Technology Centres

4 State-of-the art Product Development Centres

6 Production facilities in 5 countries

Note: Figures next to each quarter of the wheel reflect the split of BRP revenues for the FY14Q1. This may change a little from quarter to quarter

BRP-Powertrain GmbH & Co KG, Gunskirchen, AT

Engines

- Ski-Doo® and Lynx® snowmobiles
- Sea-Doo® watercraft
- Can-Am™ roadsters
- Karts
- Motorcycles
- Light and ultra light aircraft

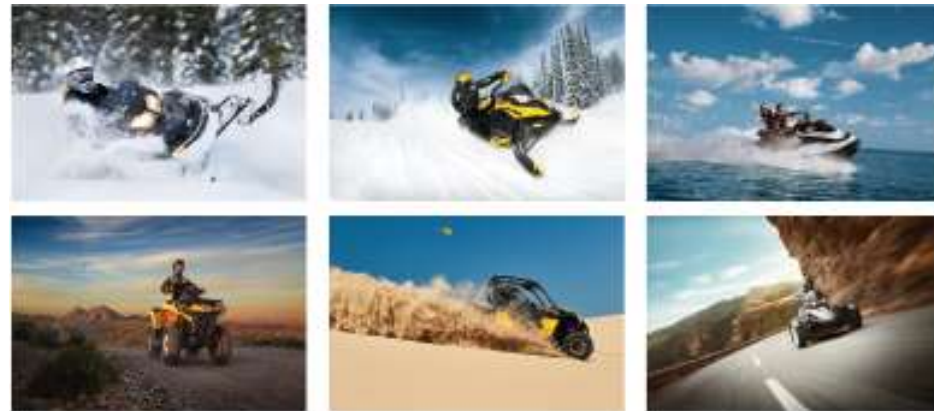
Core competences

- Design
- Development
- Industrialization
- Manufacturing of complete Powertrains



Engines for powersport products

BRP Products



RPS – Rotax Propulsion Systems



RIC (Regionales Innovations Center) GmbH, Gunskirchen, AT

Figures

- Investment: EUR 8.5 Mio.
- Surface: 4.715 m²

Shareholders

- 75 % BRP-Powertrain GmbH & Co KG
- 24,5 % Municipality of Gunskirchen
- 0,5 % Oberbank

Core competences

- Qualification - Education and Training
- Innovation - Advanced Engineering



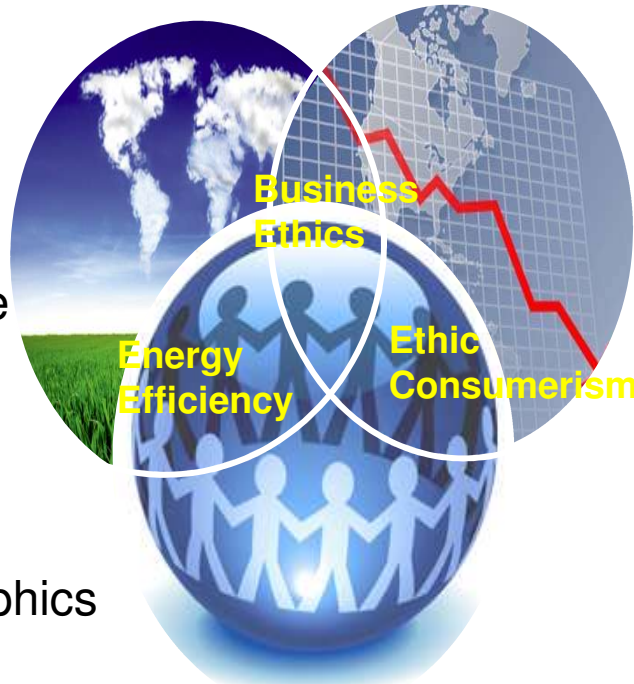
MEGATRENDS

Umwelt / Environment

- Sauber / Clean
- Effizienz / Efficient
- Erneuerbar / Renewable
- Recycelfähig / Recyclable

Gesellschaft / Society

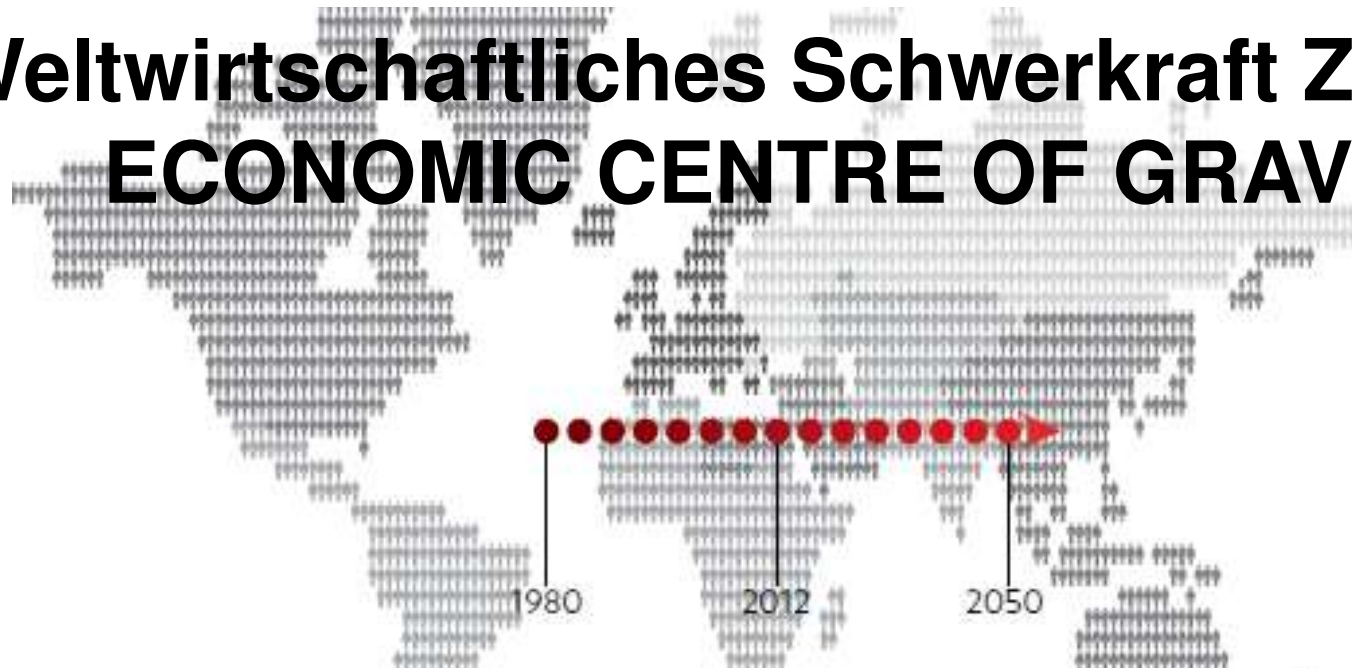
- Demographie / Demographics
- Vielfalt / Diversity
- Verschiedene Generationen / Different generations
- Soziale Akzeptanz / Social acceptability



Wirtschaft / Economy

- Energievielfalt
/ Energy diversity
- Erschwinglichkeit
/ Affordability
- Nachhaltigkeit
/ Sustainability

Weltwirtschaftliches Schwerkraft Zentrum ECONOMIC CENTRE OF GRAVITY

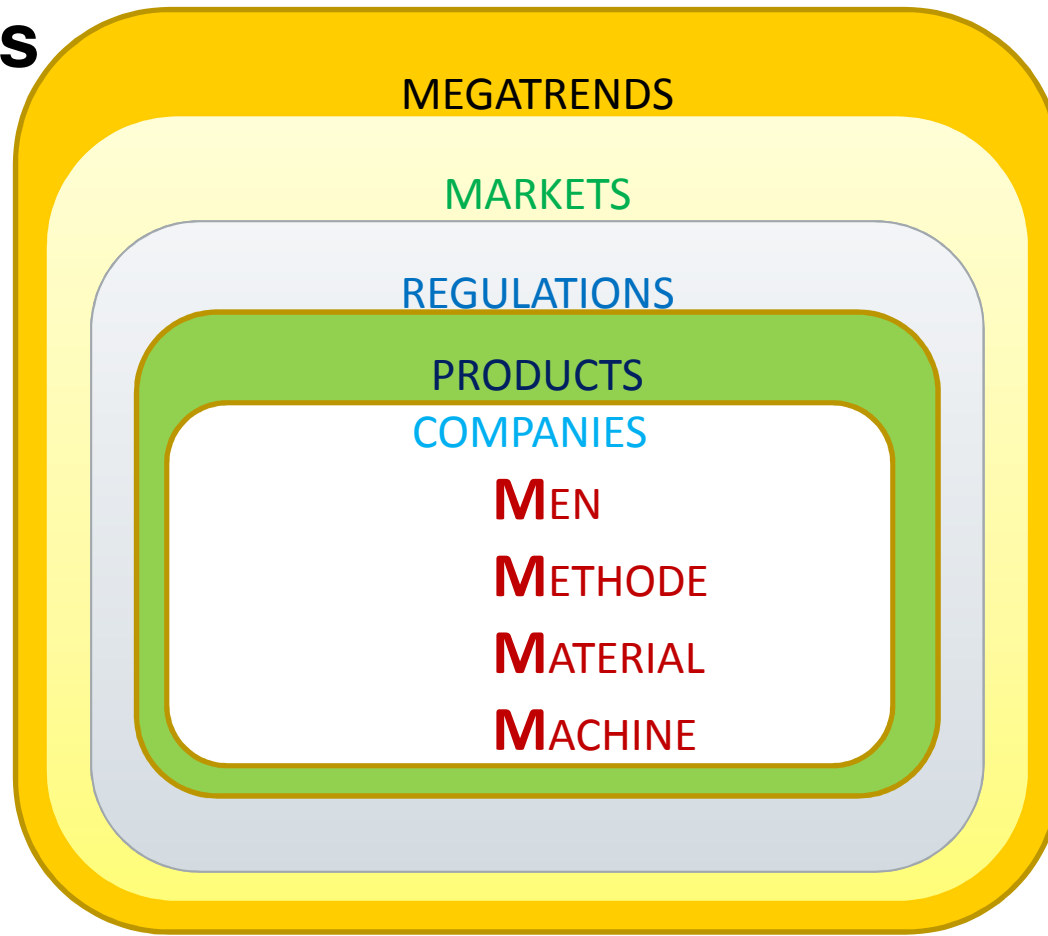


London School of Economics professor Danny Quah has calculated that the world's economic centre of gravity – the average location of economic activity by GDP – is on the move.

By 2050, the steady rise of emerging economies in Asia will have pushed the theoretical centre of gravity modeled by Professor Quah from its location in 1980 in the Atlantic Ocean to somewhere between China and India by 2050.

He predicts that political influence will follow a similar trajectory eastwards

Challenges



Why KIC – AVM? Expectations of the Industry

- 1) **New approaches / methods for Education and Training of employees**
- 2) **Basic/applied research on production relevant methods and processes/technologies**
 - “**Lot size ONE**” for configurable personalized /customer individualized products
 - New approaches for flexible, sustainable, **high quality** and **added value chain technologies**
 - New approaches for reduction of production cycle time/time to market
- 3) **Proactive knowledge transfer between science and industry and vice versa**
 - Technology hotspots - “**Transfer Center** “ incorporated into industry zone to support research and development of new technologies / methods / processes / products
- 4) **Additional output for**
 - Recommendations for a more **flexible working time model** within the EU
 - Input for a EU legal framework in regard **data security**

Why KIC – AVM? Concerns of the Industry

- „What is in for me “?
- Financing of the KIC- AVM projects?
- Which partners are involved in the KIC-AVM?
- IPR?
- Project focus and time of implementation?

Summary

- **Proactive knowledge transfer between science and industry and vice versa shall be the key success factor for the KIC-AVM.**
- **Establishing of new key enabling technologies / methods / processes / products, close to the industry, are essential requirements of the industry to participate in the KIC-AVM.**
- **Transfer Centers close to Industry are a mandatory need.**

The right set-up of the KIV-AVM in regard know-how transfer is an enabler to strengthen the added value creating manufacturing companies within the EU and to competitive on the global market with a “Lot size ONE” production process



ROTAX®



Ski-Doo®
Lynx®
Sea-Doo®
Evinrude®
Rotax®
Can-Am®



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