



BRP Marine Group created with Evinrude and newly acquired Alumacraft

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Tracy Crocker © Rus Graham

Evinrude announced today that it is now a part of the newly established BRP Marine Group. Tracy Crocker, Senior Vice-President and General Manager of Evinrude since 2017, has been appointed President of the Group, effective immediately. Crocker will be responsible for the strategic direction and operations of the BRP Marine Group while maintaining his active role at Evinrude.

Evinrude, an outboard engine manufacturer that developed the first commercially viable outboard engine in 1909, will join Alumacraft, a 70-plus year-old manufacturer of aluminum fishing boats which was acquired today. The acquisition of Alumacraft and creation of BRP Marine Group reinforces BRP's commitment to become a leading global marine corporation.

"This is an opportunity for BRP and is the first step of many towards our goal to become a leading marine company," said Crocker. "The formation of BRP Marine Group with two iconic marine industry players in Evinrude and Alumacraft will open up a world of possibilities for us within the marine industry. Our key objective is to provide high quality, innovative opportunities that help families create unforgettable memories on the water."

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Crocker continued, "For nearly 110 years, Evinrude has led years of invention, re-invention and innovation of outboard engine manufacturing. Leveraging BRP's state-of-the-art manufacturing expertise in powersports will allow us to continue our development of innovative technology and production of user-friendly, fuel efficient, and environmentally friendly outboard engines."

"This acquisition was a natural fit for us as the first step in our newly formed Marine Group," said José Boisjoli, President and CEO of BRP. "In the short term, we plan to focus on network optimization and dealer conversion to leverage both product lines' strengths and gradually develop our presence in the industry. In about three years from now, we expect to be in a position to truly transform the marine industry. Along with our approach to innovation and design expertise, we will apply a buy, build and transform strategy to do for the marine business what we have done for the powersports business."

Evinrude and Alumacraft will experience no changes in day-to-day operations and will remain independent companies within the BRP Marine Group. Terms of the Alumacraft acquisition are not being disclosed.

For additional information on Alumacraft, visit www.alumacraft.com.

