



SALES AND MARKETING

Date: December 14, 2016
Recipient: Dealer Principal
Subject: Canada Dealer Contest Winners ~ NHL All Star Game



Dear Evinrude dealer,

We are happy to announce the final winners for the **VIP NHL "Prize Package for Two" to the 2017 NHL All Star Game & Skills Competition.**

Winning dealer principals will enjoy an all-expense paid trip (for themselves and a guest) to Los Angeles, California to watch the NHL All Star Game & Skills competition on January 28th & 29th, 2017.

And the winners are - drumroll please....



Winner 1: Eastern Region Dealer ~ Most HP Retailed

Dealer Name	Location	District
Mike's Marine	Carleton Place, ON	Simon Labelle

Winner 2: Western Region Dealer ~ Most HP Retailed

Dealer Name	Location	District
Martin Motor Sports	Edmonton, AB	James Safronek

Winner 3: Eastern Region Dealer ~ Highest % of Retail Growth

Dealer Name	Location	District
Cobequid Mountain Sports	Collingwood, NS	Simon Labelle

Winner 4: Western Region Dealer ~ Highest % of Retail Growth

Dealer Name	Location	District
Maple City Marine Limited	Chatham, ON	Ian McAuliffe

Congratulations to all of our winners! If you have won a trip, you will be contacted by BRP with more specific details within the coming week.

Thank you to everyone who participated in our dealer contest. We hope the healthy competition has created enthusiasm within your dealership and that, in concert with our **game-changing** 10 year Boat Show coverage promotion, the excitement continues for months to come!

Thank you again and happy selling,

Krista R. Sparkes
Vice President of Sales, North America