

DECEMBER 12, 2016-MARCH 31, 2017

EVINRUDE® E-TEC® BOAT SHOW SALES EVENT

10-YEAR COVERAGE*

UP TO A \$10,000 VALUE**



EVINRUDE
E-TEC®



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SALES AND MARKETING

Date: December 12, 2016
 Recipient: Sales Manager
 Subject: Canada - Evinrude E-TEC Boat Show Sales Event

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PROGRAM DATES	Start Date	December 12, 2016
	End Date	March 31, 2017
EVINRUDE PORTABLE ENGINE OFFER	<ul style="list-style-type: none"> ■ 5-Year Factory Backed Coverage <ul style="list-style-type: none"> ○ Package & Loose Engines & Accessories 	
EVINRUDE E-TEC & EVINRUDE E-TEC G2	PACKAGE ENGINE OFFER	
	<ul style="list-style-type: none"> ■ 10-Year Factory Backed Coverage <ul style="list-style-type: none"> ○ Engine & Evinrude Accessories 	
EVINRUDE E-TEC ENGINE OFFER New & unused 15 HO – 300 HP engines, <u>excluding G2 engines</u> Rigging Options Apply to 40 HP and above Evinrude E-TEC Engines	LOOSE ENGINE OFFER	
	<ul style="list-style-type: none"> ■ 10-Year Factory Backed Coverage <ul style="list-style-type: none"> ○ Engine & Accessories <p style="text-align: center;"><u>OR - The Choice of one of the following options on 40 HP and above:</u></p> <p>Option 1: 5-Year Factory Backed Coverage & Free SystemCheck Rigging</p> <ul style="list-style-type: none"> ○ Includes SystemCheck Tachometer ○ Prop, TBX Prop Hub & Battery and Control Cables Excluded ○ ICON Pro & ICON EST Rigging Upgrade Option Available <p style="text-align: center;"><u>OR</u></p> <p>Option 2: 5-Year Factory Backed Coverage & \$250 Rigging Credit</p> <p style="text-align: center;"><i>Retail Financing available with all promotional offers (as low as 3.7%)</i></p> 	
EVINRUDE E-TEC G2 ENGINE OFFER New & unused 150HP – 300 HP Evinrude E-TEC G2 engines	<ul style="list-style-type: none"> ■ 10-Year Factory Backed Coverage <ul style="list-style-type: none"> ○ Engine & Accessories <p style="text-align: center;"><u>OR The Choice of one of the following options :</u></p> <p>Option 1: 5-Year Factory Backed Coverage & Free ICON II Basic Digital Rigging Kit</p> <ul style="list-style-type: none"> ○ Includes SystemCheck Tachometer ○ Prop, TBX Prop Hub & Battery Cable Excluded ○ ICON II Premium Rigging W/ ICON Digital Gauge Upgrade Option Available ○ Multi-Engine Applications receive ICON II Premium Rigging & ICON Pro Digital Gauge in lieu of ICON II Basic Rigging (no additional cost) <ul style="list-style-type: none"> ▪ Multi-Engine ICON Touch Gauge Upgrade Option Available <p style="text-align: center;"><u>OR</u></p> <p>Option 2: 5-Year Factory Backed Coverage & Free Universal Rigging Kit</p> <ul style="list-style-type: none"> ○ Includes SystemCheck Tachometer ○ Prop, TBX Prop Hub & Battery Cable Excluded <p style="text-align: center;"><u>OR</u></p> <p>Option 3: 5-Year Factory Backed Coverage & \$500 Rigging Credit</p> <p style="text-align: center;"><i>Retail Financing available with all promotional offers (as low as 3.7%)</i></p> 	
	<ul style="list-style-type: none"> ■ Salesman Spiff: Up to \$300 Per Engine* <ul style="list-style-type: none"> ○ * Based on BRP Awards Debit Card Redemption ○ 15 HO – 300 HP Package and Loose engines ○ Earn More by Selling More -reference page 8 for complete details 	
DEALER CONTRIBUTION	<ul style="list-style-type: none"> ■ \$1/HP Dealer Contribution <ul style="list-style-type: none"> ○ Applies to all offers ○ Free for Platinum Certified dealers 	



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- **Qualifier:** Dealers must have a current Dealer Agreement and be “in good standing” with BRP.
- Eligible models vary by offer.
- Warranty-registrations must be completed no later than ten (10) days following the end date of the retail promotion to receive promotional benefits.
- Outstanding certificates, where warranty-registrations or serial number visibility have not been received, will be cancelled on Friday, April 14, 2017. Promotional benefits will be removed, and debits will be processed, where applicable.
- Government, Commercial, and Pro Staff engine sales are NOT ELIGIBLE for consumer retail programs.
- Demo engines are eligible for consumer retail program(s) in effect at the time the Demo is retailed to a consumer.
- Please review the Dealer Binder for more information or contact your BRP Sales Representative.

FACTORY BACKED COVERAGE OFFERS

5-YEAR FACTORY BACKED COVERAGE

3 years of BRP Limited Warranty PLUS 2 years of BRP Extended Service Terms (B.E.S.T.) Coverage

- ✓ Retail Value Up to \$3,250
- ✓ The first three (3) years of coverage is BRP Factory Warranty. For terms and conditions, reference the Warranty Policies and Procedures Manual.
- ✓ Coverage for the following two (2) years is through the B.E.S.T. service contract. The terms and conditions of the B.E.S.T. service contract apply. For details, please refer to the B.E.S.T. contract.

Important conditions:

- B.E.S.T. applies to recreational use only with an hour limitation of 1,000 hours on 5 total years
- B.E.S.T. does not cover engines with commercial and rental uses.
- B.E.S.T. coverage excludes certain types of repairs (i.e. wear and tear). Please refer to the “Exclusion” section of the B.E.S.T. contract.
- Owner pays \$50 deductible for repair costs due to a mechanical breakdown covered by the B.E.S.T. service contract.
- Coverage is fully transferable at no charge, but not cancelable, or according to applicable state laws.
- All rigging components purchased on the same bill of sale as the engine, will be covered under the same B.E.S.T. Warranty terms as the engine.
- Evinrude Jet Series engines are eligible for 5-year coverage offer on the upper unit only. The jet pump assembly will receive a 3-year BRP limited warranty.
- Benefit offered to Florida residents is a 5-year BRP Limited Warranty.

3 Year Factory + 24 Month B.E.S.T. (Retail Value)	
Horsepower	MSRP
15 H.O. – 30 HP	\$400
40 HP – 60 HP	\$500
75 HP – 90 HP	\$800
90 H.O. – 115 HP	\$1,000
135 HP – 200 HP	\$1,600
200 H.O. – 250 HP	\$2,600
250 H.O. – 300 HP	\$3,250



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10-YEAR FACTORY BACKED COVERAGE

- ✓ 3 years of BRP Limited Warranty PLUS 7 years of BRP Extended Service Terms (B.E.S.T.) Coverage
 - ✓ Retail Value Up to \$10,250
 - ✓ The first three (3) years of coverage is Evinrude Factory Warranty. For terms and conditions, reference the Warranty Policies and Procedures Manual.
 - ✓ Coverage for the following seven (7) years is through the B.E.S.T. service contract. The terms and conditions of the B.E.S.T. service contract apply. For details, please refer to the B.E.S.T. contract.
 - ✓ Corrosion Warranty remains unchanged.

Important conditions:

- B.E.S.T. applies to recreational use only with an hour limitation of 1,500 hours or 10 total years
- B.E.S.T. does not cover engines with commercial and rental uses.
- B.E.S.T. coverage excludes certain types of repairs (i.e. wear and tear). Please refer to the "Exclusion" section of the B.E.S.T. contract.
- Owner pays \$50 deductible for repair costs due to a mechanical breakdown covered by the B.E.S.T. service contract.
- Coverage is fully transferable at no charge, but not cancelable, or according to applicable state laws.
- All Evinrude rigging components purchased on the same bill of sale as the engine will be covered under the same B.E.S.T. Warranty terms as the engine.
- Evinrude E-TEC Jet Series engines are eligible for the ten (10) year coverage offer on the upper unit only. The jet pump assembly will receive a 3-year BRP limited warranty.
- Benefit offered to Florida residents is a ten (10) year BRP Limited Warranty.

3 Year Factory + 84 Month B.E.S.T. (Retail Value)	
Horsepower	MSRP
15 H.O. – 30 HP	\$1,350
40 HP – 60 HP	\$1,800
65 HP – 90 HP	\$2,300
90 H.O. – 115 HP	\$3,600
135 HP – 200 HP	\$4,800
200 H.O. – 250 HP	\$8,400
250 H.O. – 300 HP	\$10,250

EVINRUDE E-TEC - FREE RIGGING OFFER DETAILS

(Excludes Evinrude E-TEC G2)

FREE SYSTEMCHECK RIGGING KIT (or select individual rigging components)

- ✓ Consumers who repower with a qualified Evinrude E-TEC and Evinrude E-TEC Jet engine from an authorized full-line dealer have the benefit of receiving a free SystemCheck rigging kit. Single engine retail value of up to \$1,150 and \$2,600 on a twin engine application.
- ✓ SystemCheck rigging components include a remote control, a wiring harness, an ignition switch, a SystemCheck tachometer, and an oil tank if needed.
 - Engines with factory installed ICON actuators (engines designated with DE in model description, i.e. DE250PX) are excluded.
- ✓ If promotional parts are taken from existing dealer inventory the dealer will be required to reorder via the program to get the rigging parts at no charge. Credits will not be issued to replace dealer inventory.



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CONSUMER UPGRADE FEE- ICON Pro / ICON EST Rigging (Parts Account Debit)

Should the consumer choose to upgrade rigging components on 40 HP and above Evinrude E-TEC engines, the amount outlined below will be billed to the dealer's P&A account in addition to the standard \$1/HP dealer contribution fee. Consumer upgrade fees apply to all dealers including Platinum Certified dealers. Upgrade includes ICON Actuator, ICON Pro Tachometer, ICON Pro Speedometer, and GPS Antenna.

<u>Rigging Option</u>	<u>Installation</u>	<u>Dealer Upgrade Fee</u>	<u>Consumer Upgrade Value</u>
ICON Pro	Single	\$775	\$1,000
ICON Pro	Twin	\$950	\$1,400
ICON EST	Single	\$3,500	\$4,600
ICON EST	Twin	\$3,750	\$4,500
ICON EST	Triple	\$6,100	\$6,400

\$250 EVINRUDE E-TEC RIGGING CREDIT

When you sell an eligible Evinrude E-TEC engine above 40 HP through this promotion and select the rigging credit, you must apply the \$250 rigging credit amount directly to the consumer's bill of sale (BOS). We recommend that you be as specific as possible on the consumer's BOS about the details of the promotion clearly identifying what the consumer will receive. For each eligible engine sold with a consumer certificate created a dealer will receive a credit to their P&A account in the applicable dollar amount.

EVINRUDE E-TEC G2 - FREE RIGGING OFFER DETAILS

(Excludes Evinrude E-TEC)

OPTION 1: FREE ICON II BASIC DIGITAL RIGGING PLUS SYSTEMCHECK GAUGE

Consumers who repower with a qualified Evinrude E-TEC G2 engine from an authorized full-line dealer have the benefit of receiving a free ICON II Basic digital rigging kit and SystemCheck tachometer. Selecting this option includes one each of the following components:

1. **Evinrude E-TEC G2 ICON II Basic Digital Rigging kit.** Each kit includes all required components to rig Evinrude E-TEC G2 engines **excluding** prop, prop hub, battery cables, and tie bar (multi engine).

The retail value of the kits are:

- Single Top Mount ICON II (basic) rigging Kit p/n 769010 MSRP \$1,100 CAD
 - Concealed Side Mount ICON II (Basic) rigging Kit p/n 769011 MSRP \$1,100 CAD
 - Dual Engine ICON II Premium Rigging Kit p/n 768754 MSRP \$3,135 CAD
 - Triple Engine ICON II Premium Rigging Kit p/n 768756 MSRP \$4,540 CAD
2. **Ignition Switch kit** – Selection includes one (1) ignition switch style per rigging kit type. Retail value up to: \$157 single engine and \$350 multiple engines
 3. **Single Engine: SystemCheck Tachometer** - Choose one SystemCheck Tachometer from a choice of 4 styles with a retail value of \$252. Matching Speedometer sold separately.
 4. **Multiple Engines: ICON Pro Tachometer & Speedometer** - Your choice of an ICON Pro Tachometer Speedometer with black or white face, with a retail value or \$1,250.



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ENGINE RIGGING UPGRADE FEE FOR ICON II PREMIUM DIGITAL RIGGING & GAUGE OPTIONS

Should the consumer choose to upgrade to ICON II Premium Digital Rigging on Evinrude E-TEC G2 engines, the amount outlined below will be billed to the dealer's P&A account in addition to the standard \$1/HP dealer contribution fee. Consumer upgrade fees apply to all dealers including Platinum Certified dealers.

An ICON II Premium Rigging upgrade package includes an ICON II Premium control, ignition switch and the choice of one of the digital gauge displays outlined below. Consumer must select one of the following instrument packages:

<i>SINGLE APPLICATION</i> <i>ICON II PREMIUM RIGGING PACKAGE AND DIGITAL GAUGE UPGRADE OPTIONS</i>	<u>Gauge Options</u>	<u>Gauge Type</u>	<u>Part Number</u>	<u>Dealer Upgrade Fee</u>	<u>Consumer Value</u>
	ICON PRO LCD WHITE Tach with Speedometer and GPS	Digital	768008 768056 767488	\$1,500	\$2,000
	ICON PRO LCD BLACK Tach with Speedometer and GPS	Digital	768007 768055 767488	\$1,500	\$2,000
	ICON 3.5 CS w/ GPS	Digital	768151	\$1,500	\$2,000
	ICON Touch 4.3 CTS w/ GPS	Digital	766285	\$2,000	\$2,600
	ICON Touch 7.0 CTS w/ GPS	Digital	766284	\$2,900	\$3,800

<i>MULTI ENGINE APPLICATION</i> <i>ICON TOUCH COLOR GAUGE UPGRADE OPTIONS</i>	<u>Application</u>	<u>Gauge Options</u>	<u>Gauge Type</u>	<u>Part Number</u>	<u>Dealer Upgrade Fee</u>	<u>Consumer Value</u>
	Dual	ICON Touch 4.3 CTS w/GPS	Digital	766285	\$380	\$550
	Dual	ICON Touch 7.0 CTS w/ GPS	Digital	766284	\$1,250	\$1,700
Triple	ICON Touch 7.0 CTS w/ GPS	Digital	766284	\$900	\$1,200	

Evinrude E-TEC G2 Digital Rigging Kits – Component Contents

STANDARD RIGGING: Single Top Mount ICON II Basic Kit p/n 769010 includes:

Remote Control and wire harness, 587175, 25ft EST backbone harness, 587184, 15ft power cable to battery, 764163, 25ft NMEA backbone harness, 764161, 6ft ext harness, 765132, 2ft ext harness and 767433 power node & tee, 2-764151 tee and 764155 terminator

STANDARD RIGGING: Concealed Side Mount ICON II Basic Digital Rigging Kit p/n 769011 includes:

Remote Control and wire harness, 587174, 20ft EST backbone harness, 587184, 15ft power to battery cable, 764163, 25ft NMEA backbone harness, 764161, 6ft ext harness, 767433 power node, 2-764151 tee and 764155 terminator

UPGRADE OPTION: Single Top Mount ICON II Premium Kit p/n 768752 includes:

Remote Control and wire harness, 587175, 25ft EST backbone harness, 768792, 15ft power cable to battery, 587185 extension battery power, 764163, 25ft NMEA backbone harness, 764161, 6ft ext harness, 765132, 2ft ext harness and 767433 power node & tee, 2-764151 tee and 764155 terminator



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UPGRADE OPTION: Concealed Side Mount ICON II Premium Digital Rigging Kit p/n 768750 includes:
Remote Control and wire harness, 587174, 20ft EST backbone harness, 766592 power to battery cable, 764163, 25ft NMEA backbone harness, 764161, 6ft ext harness, 767433 power node, 2-764151 tee and 764155 terminator

DUAL ENGINE ICON II Premium Digital Rigging Kit p/n 768754 includes:

766564 Control and harness, 587175, 25ft EST backbone harness, 587172, 6 port hub, 2 of 587180 private engine cables, 587184, 15ft power cable to battery, 587185 5ft extension battery power, 764163, 25ft NMEA backbone harness, 2 of 764162, 15ft NMEA ext harness, 765132, 2ft NMEA extension harness and 767433 power node & tee, 3-764151 tee and 764155 terminator

TRIPLE ENGINE ICON II Premium Digital Rigging Kit p/n 768756 includes:

766564 Control and 587227 harness, 587175, 25ft EST backbone harness, 587184, 15ft power cable to battery, 587185, 5 ft battery power extension, 766559 triple engine start panel, 766583 triple engine trim panel, 2-587187 Ign & trim module extension, 587172 1-6 port hub, 3 of 587180 private network engine cables 764163, 25ft NMEA backbone harness, 3 -764162, 15ft ext harness, 765132, 2ft extension harness and 767433 power node & tee, 4-764151 Tee, and 764155 terminator

Notes: Battery cables, Propeller and TBX Propeller Hub(s), ICON Pro Speedometer and Tie Bars (multi engine) are not included. These items are available for purchase through BOSSWeb via Evinrude E-Rig Rigging Configurator. All part numbers are subject to change; refer to Evinrude E-Rig for latest information.

OPTION 2: FREE UNIVERSAL RIGGING KIT PLUS SYSTEMCHECK TACHOMETER

The Evinrude Universal Repower Rigging System gives boaters the benefits of the new Evinrude E-TEC G2 without replacing a boat's current controls or gauges (offer includes Digital Tach Upgrade).

The Universal Repower Rigging Module mounts in the boat and converts the mechanical motions of standard shift and throttle cables into digital engine commands. This makes the existing mechanical engine controls compatible with the Evinrude E-TEC G2 engines, eliminating the need to replace the controls already installed in the boat.

Selecting this option includes the following components at no dealer charge:

Evinrude Universal Repower Rigging.

- Universal Rigging Kit p/n 767682 MSRP \$1,220 CAD
 - Kit includes 5008963 Converter Box, 587173 15' backbone cable, 3-764151 tee, 764155 terminator, 764161 6' backbone cable, 764162 15' cable, 766592 15' cable & fuse assembly, 766596 battery harness adapter, 766433 power node and tee

SystemCheck Gauge - Selection includes one Tachometer, (choice of 4 styles) per engine. Retail value of \$252. Matching Speedometer sold separately.

Evinrude Universal Rigging Kit – Additional Component Information

The Universal Rigging kit allows the re-use of existing mechanical shift and throttle controls and analog gauges to offer a reduced cost rigging solution for the Evinrude E-TEC G2 engine. The Universal Kit works with SystemCheck controls, SnapIn cables and SystemCheck gauges. The system also works with other OEM controls and cables, SAE /3300 type cables and most aftermarket controls. Analog controls, gauges, control cables, key switch and SystemCheck MWS wire harness can be reused if in good working order.



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Competitive controls using SAE 3300 series, universal type control cables will require selection of a cable end adapter, plus a new SystemCheck wire harness, and a key switch: These components are included as required in each Universal Rigging kit selected based upon brand/year of engine being replaced.

Application Note: The Universal Rigging module includes a Digital to Analog converter. This allows the re-use of a boats existing instrumentation. **Notes: Battery cables, Prop(s) and Prop Hub(s), ICON Pro Speedometer, and Tie Bars (multi engine) are not included. These items are available for purchase through BOSSWeb via Evinrude E-Rig Rigging Configurator. All part numbers are subject to supersession; refer to Evinrude E-Rig for latest info.**

- ✓ Qualified consumers will receive an Evinrude E-TEC G2 – Universal Rigging Kit.
- ✓ Rigging kits will vary based on repower application. See table below for details.
- ✓ Upon certificate creation, dealer will select the appropriate Universal kit and components required for each application. Kits will be built and sent to dealer at no charge.
- ✓ Credits will not be issued to replace parts taken from dealer inventory.
- ✓ Triple+ engine applications are not eligible.

Please reference the chart below for details as to what each free Evinrude E-TEC G2 Universal rigging kit will contain.

- ✓ Upon certificate creation in Consumer Retail Program Entry, dealer will be prompted to select one of the engine brands listed below.
- ✓ Upon selection, rigging kits will be built and sent at no charge.
- ✓ Example # 1: Dealer selects Evinrude/Johnson (1996-newer), dealer receives:
 - Universal Rigging Kit **PLUS SystemCheck Gauge**
- ✓ Example # 2: Dealer selects Yamaha within certificate creation, dealer receives:
 - Universal Rigging Kit, cable adapter, wire harness and key switch **PLUS Systemcheck Gauge**

Evinrude E-TEC G2 Universal Rigging Compatability Chart

Engine Brand	Evinrude/Johnson 1995 or older	Evinrude/Johnson 1996 or newer, 2 or 4 Stroke	Yamaha 2 or 4 Stroke	Mercury 2 or 4 Stroke	Suzuki 4 Stroke	Honda 4 Stroke
Reuse Existing Control Box	YES	YES	YES	YES	YES	YES
Reuse Existing Control Cables	YES	YES	Required Cable Adapter Included in Rigging Selection	Required Cable Adapter Included in Rigging Selection	Required Cable Adapter Included in Rigging Selection	Required Cable Adapter Included in Rigging Selection
Reuse Existing Wire Harness	Required Harness Included in Rigging Selection	YES	Required Harness Included in Rigging Selection	Required Harness Included in Rigging Selection	Required Harness Included in Rigging Selection	Required Harness Included in Rigging Selection
Reuse Existing Ignition Switch	Required Key Switch Included in Rigging Selection	YES	Required Key Switch Included in Rigging Selection	Required Key Switch Included in Rigging Selection	Required Key Switch Included in Rigging Selection	Required Key Switch Included in Rigging Selection

* System Check components

\$500 EVINRUDE E-TEC G2 RIGGING CREDIT

When you sell an eligible Evinrude E-TEC G2 engine through this promotion and select the rigging credit, you must apply the \$500 rigging credit amount directly to the consumer's bill of sale (BOS). We recommend that you be as specific as possible on the consumer's BOS about the details of the promotion clearly identifying what the consumer will receive. For each eligible engine sold with a consumer certificate created a dealer will receive a credit to their P&A account in the applicable dollar amount.



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TD AUTO FINANCE PROMOTIONAL FINANCING OFFER: "As low as 4.46% APR for 60 months"

Financing offer is available on loose Evinrude E-TEC engines only.

- Financing offer is available on approved credit only.
- Consumer down payment not required
- Loan Payment Example: 4.46% APR, Term: 60 months, Amount Financed: \$10,000, Monthly Payment: \$186.02
- Minimum transaction amount is \$5,000
- In order to offer any finance program from Auto Finance to the customer, a dealer must be enrolled with TD Auto Finance. To do so, please contact your TD Auto Finance Area manager. Please reference the attached document with TD Auto Finance contact information.
- All sales of previously owned or registered units, promotional purchases such as giveaways, PR Demo units, or units sold for Government, Commercial/Rental purposes do not qualify.

Consumer Financing Processing Instructions:

Please visit <https://www.dealertrack.ca/> to submit applications and review the status of submitted applications

TD AUTO FINANCE STANDARD FINANCING OFFER: Please reference TD Auto Finance rate sheet

Consumer Financing Disclosure:

- ✓ The financing offer described in this Sales Bulletin is subject to standard credit qualifications and acceptance of customers by TD Auto Finance
- ✓ The financing offers described in this document are subject to TD Auto Finance current credit criteria. Other conditions and restrictions apply. All Rates / Referral Fees are subject to termination or change at any time without notice. Neither BRP nor its subsidiaries or affiliates shall be held responsible for the loans entered into by TD Auto Finance in relation to this offer.
- ✓ How you use this information in any consumer advertisement promoting this special finance offer is your responsibility. We recommend you consult with your own legal counsel to ensure any applicable advertisement is in compliance with local and federal guidelines and laws.

This offer is subject to the terms of the dealer agreement between TD Auto Finance and the dealership, and to the terms of any agreement between TD Auto Finance and BRP US Inc. In case of inconsistency, the terms of those agreements will prevail.

NATIONAL BANK PROMOTIONAL FINANCING OFFER: "As low as 4.39% APR for 60 months"

- Financing offer is available on loose new Evinrude E-TEC engines only.
- Consumer down payment not required
- Loan Payment Example: 4.39% APR, Term: 60 months, Amortization: 60 months, Amount Financed: \$10,000, Monthly Payment: \$185.93
- Minimum transaction amount is \$5,000
- For transaction amounts higher than \$50,000, please contact National Bank
- In order to offer any finance program from National Bank to the customer, a dealer must be enrolled with National Bank. To do so, you must complete the sign-up process as follows: Contact National Bank by email at retailfinancing@nbc.ca or by phone at [1-866-333-6606](tel:1-866-333-6606) to receive an accreditation application.

All sales of previously owned or registered units, promotional purchases such as giveaways, PR Demo units, or units sold for Government, Commercial/Rental purposes do not qualify.

NATIONAL BANK PROMOTIONAL FINANCING OFFER CON'T:

Consumer Financing Internet Processing:

When entering a contract through DEALERTRACK:

1. Select the program (for example: Promo Evinrude fixe/fixed 4.39% – 60 mois/months).
2. In the financing terms section, enter the dealer interest rate indicated in the title of the program selected (For example: 4.99%).



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Important: Be sure to join the attached "Promotion Evinrude" sheet and staple it over each of the contracts so that costs of promotions to you are not charged when paid.

NATIONAL BANK STANDARD FINANCING OFFER: Please reference National Bank Rate Sheet

- The financing offers described in this document are subject to National Bank of Canada current credit criteria. Other conditions and restrictions apply. All Rates / Referral Fees are subject to termination or change at any time, without prior notice. Neither BRP nor its subsidiaries or affiliates shall be held responsible for the financing granted by National Bank of Canada in relation to this offer.
- Depending on qualification criteria, terms and conditions in force at National Bank of Canada, adown payment may be required.
- RPMRR OR PPSA Registration fees will automatically be indicated in your DealerTrack Canada portal.
- BRP and/or National Bank of Canada shall not be held liable for any errors in this document or any upcoming changes.
- How you use this information in any consumer advertisement promoting this special finance offer is your responsibility. We recommend you consult with your own legal counsel to ensure any applicable advertisement is in compliance with local and federal guidelines and laws and your contracts.
- The Dealer will not make reference to National Bank of Canada or use National Bank of Canada's name, its trademarks or its logos in any advertisements unless it has obtained prior written approval of National Bank of Canada's representative. The Dealer undertakes to comply with all the terms and conditions set out above and agrees not to disclose this document directly to clients.
- This offer is subject to the terms of the dealer agreement between National Bank and the dealership and to the terms of any agreement between National Bank and BRP. In case of inconsistency, the terms of those agreements will prevail.

DESJARDINS PROMOTIONAL FINANCING OFFER: "As low as 3.7% APR for 60 months"

Financing offer is available on new loose Evinrude E-TEC engines only.

- Financing offer is available on approved credit only.
- Consumer down payment not required
- Loan Payment Example would be: 3,7% APR, Term: 60 months, Amount Financed: \$10,000, Monthly Payment: \$182.81
- Minimum transaction amount is \$5,000; minimum term amount is 12 months.
- In order to offer any finance program from Desjardins to the customer, a dealer must be enrolled with Desjardins. You can go to partners-desjardins.com/financing/brp to complete the Point-of-Sale Financing Application. A Desjardins Area manager will soon contact you to give you more details
- All sales of previously owned or registered units, promotional purchases such as giveaways, PR Demo units, or units sold for Government, Commercial/Rental purposes do not qualify.

Consumer Financing Processing Instructions:

Please visit <https://www.dealertrack.ca/> to submit applications and review the status of submitted applications

DESJARDINS STANDARD FINANCING OFFER: Please reference Desjardins rate sheet

Consumer Financing Disclosure:

- ✓ The financing offer described in this Sales Bulletin is subject to standard credit qualifications and acceptance of customers by Desjardins
- ✓ The financing offers described in this document are subject to Desjardins current credit criteria. Other conditions and restrictions apply. All Rates / Referral Fees are subject to termination or change at any time without notice. Neither BRP nor its subsidiaries or affiliates shall be held responsible for the loans entered into by Desjardins in relation to this offer.

How you use this information in any consumer advertisement promoting this special finance offer is your responsibility. We recommend you consult with your own legal counsel to ensure any applicable advertisement is



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in compliance with local and federal guidelines and laws. This offer is subject to the terms of the dealer agreement between Desjardins and the dealership, and to the terms of any agreement between Desjardins and BRP US Inc. In case of inconsistency, the terms of those agreements will prevail.

BRP REWARDS PROGRAM INCENTIVE:

For each Loose and Package Evinrude E-TEC and Evinrude E-TEC G2 engine that is sold and warranty registered between **September 12, 2016 and March 31, 2017** eligible dealer Sales Representatives will earn increased BRP Bucks!

This new tiered approach provides dealer sales representatives with the opportunity to earn more by selling more over 2 full promotional periods (Fall & Boat Show Promotions). Engines must be reported in the BRP Rewards Program and have a corresponding Fall or Boat Show Consumer Retail Certificate on file.

How this works ~ If a sales person earns Tier 3 BRP Bucks; engines originally processed with Tier 1 & Tier 2 BRP Bucks will have incremental BRP Bucks applied. Example: Once a salesman sells 6 engines, Tier 2 BRP Bucks will be applied to engines 1 – 5. This same process will apply as Tier 3 BRP Bucks are achieved, all engines 1-15 will receive Tier 3 BRP Bucks.

	HP Sold	Tier 1 BRP Bucks Earned (1 - 5 Engines)	Tier 2 BRP Bucks Earned (6 – 15 Engines)	Tier 3 BRP Bucks Earned (16+ Engines)
Evinrude E-TEC	15 H.O. – 115 H.O.	50	75	100
Evinrude E-TEC	135 H.O. – 300 HP	100	150	200
Evinrude E-TEC G2	150 HP – 300 HP	200	250	300

PROGRAM PROCESSING

- 1) Use the paper copy of the Boat Show Consumer Retail Program certificate, included in this packet, to gather all of the consumer's information at the time of the sale. *The consumer must sign and date the certificate.* Place the certificate with a copy of the bill of sale and keep it with your records. The promotional details must be noted on the consumer's bill of sale. We recommend that you be as specific as possible about the details of the promotion.
 - *Auditing Process:* BRP reserves the right to audit all purchases. If audited, dealers must provide a copy of a signed certificate and a copy of the bill of sale to BRP. If a dealer is unable to produce the necessary documentation for an audit, the dealer will be charged back for the full cost of the program.
- 2) Log onto BOSSWeb (www.bossweb.brp.com) and create a certificate for the Boat Show Consumer Program:
 - Click on the 'Sales' link, and then click on the 'Consumer Retail Program Entry' link.
 - Enter the requested information (i.e. serial number of the engine etc.).
 - Enter the appropriate consumer information (purchase date, owner name, etc.)
 - Click on 'submit' to report the information; an electronic consumer certificate will be created along with a copy of the B.E.S.T. terms and conditions.
- 3) Print a copy of the electronic Consumer Retail Program Certificate and B.E.S.T. terms and conditions; provide one copy to your consumer and include one copy with your dealer records.
- 4) If you haven't already done so, warranty register the engine by following the standard registration process on BOSSWeb.



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IMPORTANT DETAILS

- ✓ Consumers will receive confirmation of program benefits from BRP approximately 30–60 days after a dealer reports all information on BOSSWeb.
- ✓ Creating a certificate with a serial number and warranty registering an engine on BOSSWeb are two separate steps. Both steps must be completed by March 31, 2017 in order for a consumer certificate to be processed and paid.
- ✓ The consumer name that is entered in BOSSWeb must match the consumer name that is entered when the engine is warranty registered. Name changes will not be allowed after a certificate is entered.

RULES & CONDITIONS

- ✓ Awards issued under this promotion and all applicable taxes are the sole responsibility of the consumer, and not BRP, its agents or affiliated companies. Awards may NOT be substituted, transferred or exchanged for cash.
- ✓ If a dealer participates in this program, it is the dealer's responsibility to follow the rules and complete all of the necessary steps. BRP reserves the right to charge dealers for the full cost of the program if they do not abide by the program rules or if they sell outside of the published program period.
- ✓ It is the dealer's responsibility to ensure that the registration is accepted and reflected in BRP's warranty system within the prescribed timeframe and that a consumer certificate has been entered on BOSSWeb.
- ✓ **Retail sales warranty registered prior to December 12, 2016 or after March 31, 2017 are excluded.**
- ✓ Sales to businesses are excluded. Engines purchased through the Commercial, Government, Professional or any other seasonal programs are excluded from this program. Previously owned or registered engines are excluded.
- ✓ Dealers must indicate the promotional option being chosen on all consumer bills of sales.
- ✓ BRP reserves the right to conduct random audits at its discretion and disqualify any dealer from this sales program if discrepancies are found between dealer sales records and reported sales. Without any prejudice to any other recourse under the BRP Dealer Agreement, BRP may charge back the dealer for all discrepancies. In the case of a claim or dispute concerning this sales program, dealers agree to be bound by these terms and conditions. All BRP decisions regarding this sales program are final and without appeal.
- ✓ Any disputes must be submitted in writing and postmarked no later than 60 days from the end of this sales program. After this time, no disputes will be accepted regardless of the reason. Correspondence may be faxed to 800-360-1100 or directed to: BRP Marketing, ATT: Program Management, 10101 Science Dr., Sturtevant, WI 53177.
- ✓ If a dealer does not submit an eligible sale on time per the published program rules, the dealer may contact BRP and make a formal request for a late entry to be considered. The dealer must provide a Bill of Sale and a Consumer Certificate signed by the consumer and dealer. If the engine purchased was in fact eligible for the program, BRP may, at its own discretion, choose to process the program benefits with an increased dealer contribution of \$4/HP (For example, a 150 HP engine would have a \$600 contribution fee).
- ✓ For more information, contact your BRP sales representative at 1-800-888-4662.



**EVINRUDE
BOAT SHOW SALES EVENT
RETAIL PROGRAM CERTIFICATE - (Paper Copy)**

Program Dates: December 12, 2016 - March 31, 2017

Dealer Information:

Use this certificate to gather all of the consumer's information at the time of the sale. The consumer must sign and date the certificate below. Place the certificate along with a copy of the bill of sale and keep it with your records. BRP reserves the right to audit all purchases. Boat Show Sales Event certificates must be electronically reported to BRP on BOSSWeb during the program period. Terms and conditions apply.

Consumer Information:

Name _____ Telephone _____
 Address _____
 City, State, Zip Code _____

Consumer Options - Check One

EVINRUDE PORTABLE ENGINE OFFER

5-Year Factory Backed Coverage

PACKAGE ENGINE OFFER

(Evinrude E-TEC & Evinrude E-TEC G2 Engines)

10-Year Factory Backed Coverage

LOOSE ENGINE 'REPOWER' OFFER

Evinrude E-TEC Engines

10-Year Factory Backed Coverage

OR - The Choice of one of the following options on 40 HP and above:

Option 1: 5-Year Factory Backed Coverage & Free SystemCheck Rigging

OR

Option 2: 5-Year Factory Backed Coverage & \$250 Rigging Credit

Evinrude E-TEC G2 Engines

10-Year Factory Backed Coverage

OR - The Choice of one of the following options:

Option 1: 5-Year Factory Backed Coverage & Free Digital ICON II Basic Rigging Kit

o Multi-engine applications receive Free Digital ICON II Premium Rigging

OR

Option 2: 5-Year Factory Backed Coverage & Free Universal Rigging Kit

OR

Option 3: 5-Year Factory Backed Coverage & \$500 Rigging Credit

Retail Financing available with all promotional offers

I verify that all promotion selection options were presented to me and I chose the option listed above.

Consumer Signature _____ **Date** _____

Dealer Number _____ Date of Purchase _____

Dealer Name _____

Engine Model Number _____ Serial Number _____

Dealer's Signature _____

Dealer agrees to complete this form and report the information on BOSSWeb (www.bossweb.brp.com)

* For full program details, see the Evinrude Boat Show Sales Event Program Rules (sales bulletin PY17-11).

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