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BRP

**PRODUCT CATEGORIES:** OEM

**Manufacturing of Motorized Recreational Vehicles and Powersports Engines.**

**BRP is a global leader in the world of powersports products, propulsion systems and boats, built on 80 years of ingenuity and intensive consumer focus. The company's portfolio of industry-leading, distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on-and off-road vehicles, Alumacraft and Quintrex boats, Manitou pontoons and Rotax marine propulsion systems, as well as Rotax engines for karts and recreational aircraft.**

**CLIENTS:** consumers

**Main competitive advantage/differentiator:** the company offers complete product lines with dedicated parts and accessories as well as an apparel portfolio. The company has annual sales of CA\$7.6 billion from over 120 countries and a global workforce of close to 20,000 driven, resourceful people.

**Products:** Ciudad Juárez: Can-Am all-terrain vehicles (ATVs), side-by-side vehicles (SSVs), and three-wheeled vehicles. Querétaro: Sea Doo Personal Watercraft (PWCs), Rotax engines for use in BRP's off-road vehicles and personal watercraft, and as of 2024, electric motorcycle assembly and battery assembly. Chihuahua: In 2025, Manitou pontoons and the Alumacraft boats.

**PRODUCTS FOR:**

**Autoparts:** Engine.

**PROCESSES FOR:**

**Autoparts:** stamping, roll forming, welding, paint coating, assembly, material composite, finishing.

**CAPABILITIES:**

47,000 sq. m. in Queretaro 84,000 sq. m. in Ciudad Juarez.

**CERTIFICATIONS & HIGHLIGHTS:**

ISO 9001- 2015, Top Company (ranking 27); Empresa Socialmente Responsable, Empresa Familiarmente Responsable, Mejores Prácticas en Calidad de Vida.



Plants: Chihuahua and Queretaro

**MEXICO**

**Planta 1:** Av. de las Industrias No. 2250, Parque Industrial Antonio J. Bermudez, 32470, Ciudad Juárez, Chihuahua, México

**Planta 2:** Av Santiago Troncoso 1098, Fray García de San Francisco, 32575, Ciudad Juárez, Chihuahua, Mexico

**Planta 3:** 11500 Blvd. Francisco Villarreal, Partido Senecú, 32545, Ciudad Juárez, Chihuahua, Mexico

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