

SEA-DOO HONORS AYRTON SENNA

YEAR OF SENNA'S THIRD WORLD TITLE CELEBRATED WITH 1,991 UNITS WORLDWIDE

Sea-Doo, a brand of BRP Inc., has announced a one-year partnership with Senna Brand, a global company created by the Senna family to perpetuate the legacy and values of the three-time Formula 1 world champion across generations. Together, Sea-Doo and Senna Brand have created a limited edition, top-of-the-line personal watercraft that pays tribute to the relentless pursuit of excellence and courage that defined the career of Brazilian legend Ayrton Senna.

The limited edition Sea-Doo RXP-X Senna 350 will provide riders the opportunity to experience thrills beyond the shoreline with power, exclusivity, and the spirit of a legend. Sea-Doo chose the RXP-X platform for this collaboration for performance that blends perfectly with Senna's champion legacy.

The partnership between Sea-Doo and Senna Brand has created a unique opportunity to highlight the RXP-X Senna 350 as the flagship model. This unit debuts Sea-Doo's all-new and most powerful personal watercraft engine from the factory, the Rotax 1630 ACE. It delivers 350 horsepower and a 15 percent faster 0-60 mph acceleration compared to previous models.

To capture the same relentless pursuit of excellence, the RXP-X Senna 350 features exclusive Ayrton Senna-inspired branding:

- Integrated signature & championships: Ayrton Senna's iconic signature is laser-integrated into the craft, alongside recognition of his three world championship victories.

- Senna inspired quotes: Two inspirational quotes, "Seek your truth" and "Born to win," are inscribed around the unit, representing the mindset that has inspired generations to pursue excellence with courage, authenticity and determination

- Matching passenger seat: A coordinating passenger seat is included, allowing friends and family to ride together.

- Senna-branded protective cover: A custom Senna-branded cover is included to protect and showcase the craft when not in use.

- Numbered tribute plate: A numbered plate bearing 1991 pays homage to Ayrton's final World's Championship.

- Helmet-matched colorway: Through a highly exclusive coloration process, the RXP-X Senna 350 was meticulously designed to mirror Senna's original racing helmet, ensuring an authentic and visually stunning tribute.

The RXP-X Senna 350 is a limited, exclusive production run of 1,991 unique personal watercraft worldwide, available for pre-order as of now. For more information on Sea-Doo personal watercraft or the Senna Brand partnership, visit sea-doo.brp.com. ■

