



PRESS RELEASE

Generation Sport acquires
dealership Germain Boucher Sport Inc.

St-Michel-de-Napierville November 1st, 2021

Generation Sport, the largest BRP dealership in the area and winner of the 2021 Ski-Doo District Dealership and the Cam-Am Regional Dealership, is proud to announce that it has completed the acquisition of Germain Boucher Sport Inc, an important BRP dealer in St-Jean-sur-Richelieu region.

Germain Boucher Sport Inc. founded in 1948 and managed by Ronald Boucher a passionate motorsports-man, has led and developed the regional snowmobile community for the past 3 decades, and built an important and loyal customer following.

The combined forces of Generation Sport and Germain Boucher Sports will give customers an even bigger choice of products and accessories from well-known brands such as CKX, FXR, Fox, 509, Klim and Bilodeau to mention a few, as well as to increase the footprint of services it offers. While both dealerships already provide 5-star service, their combined strength will push even further the ability to deliver a wider range of services to a wider circle of the community. "This transaction allows Germain Boucher Sport to prosper for a long time to come and to grow its services to its ever-loyal customer base." said Ronald Boucher, President of Germain Boucher.

Located on the South Shore, one of the fastest growing areas in greater Montreal, the combined dealerships have more than 100 years of experience, specializing in the sale, service and maintenance of BRP products, including Ski-Doo, Can-Am off-road as well as Can-Am road (Spyder & Ryker) and is close to its community and roots.

Important investments to come

Passionate about motorsports, leisure vehicles and boats, Frédéric Brunet, owner of Generation Sports and Germain Boucher, intends to continue to invest to grow its presence in these markets. "In recent years, the market has been booming and customer demand for new specialized products in this area and sector, and is constantly evolving so by combining the strengths and resources of the two dealerships, we are demonstrating our commitment strengthen the market offering to our current and future customers" says Frédéric "we are excited about the future and the things to come from Generation Sport".

Frédéric Brunet
President

