



Pattison Sign Group

Pattison Sign Group is one of the largest sign and visual communication companies in the world, and is an industry leader in North America. With roots dating back over 100 years, we operate four state of the art manufacturing facilities and have multiple strategic suppliers to meet the diverse needs of any exterior or interior branding program.

With multiple offices and manufacturing plants, Pattison Sign Group is a turnkey, full-service signage provider specializing in branding solutions with 100% North American coverage and a wholly owned company of The Jim Pattison Group, a 100% privately owned \$8B+ Corporation.

Our mission is to provide our customers with complete turn-key physical branding solutions that offer the highest value, provide peace of mind, and maximize their brand promise. We accomplish this through teamwork, trust, integrity, creativity, and our commitment to the environment.

Evinrude Signage Program

Signage is the single most important initial impression you will make upon potential customers. It's the first thing they'll notice as they pull up to your dealership - ore even just drive by.

The BRP Signage Program and BRP's approved supplier offer you the ability to select from a collection of pre-determined sizes and shapes of exterior signage, as well as ordering custom pieces to fit existing frames you may already have.

The products presented in the following pages comply with BRP's standards. To renew your signage, you must use BRP's preferred supplier, ensuring conformance of the graphic standards and product quality (i.e. colorfastness and durability).

According to the BRP Signage Program and Dealer Certification Program, your dealership must display outside brand signs for all product lines represented. (A BRP logo sign alone *does not apply.*)

Pattison Sign Group Inc., as BRP's preferred supplier, has been authorized to manufacture BRP signs to ensure graphic branding compliance and product quality. If you have purchased your signage from PSG, you will receive your points in this category after you have supplied BRP with photos as proof of the new signage. Send the photos of your installed signs to evinrudecertification@brp.com.

For more information about the BRP signage program, contact:

Tory Webb/Ryan Schmidt

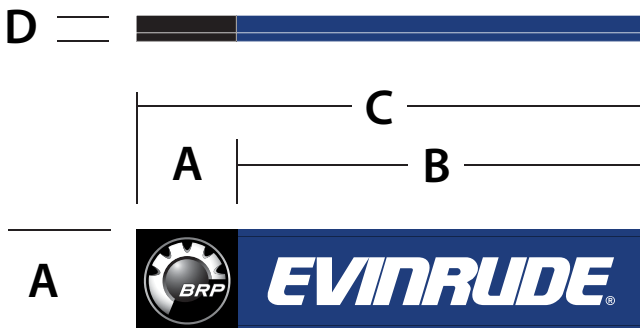
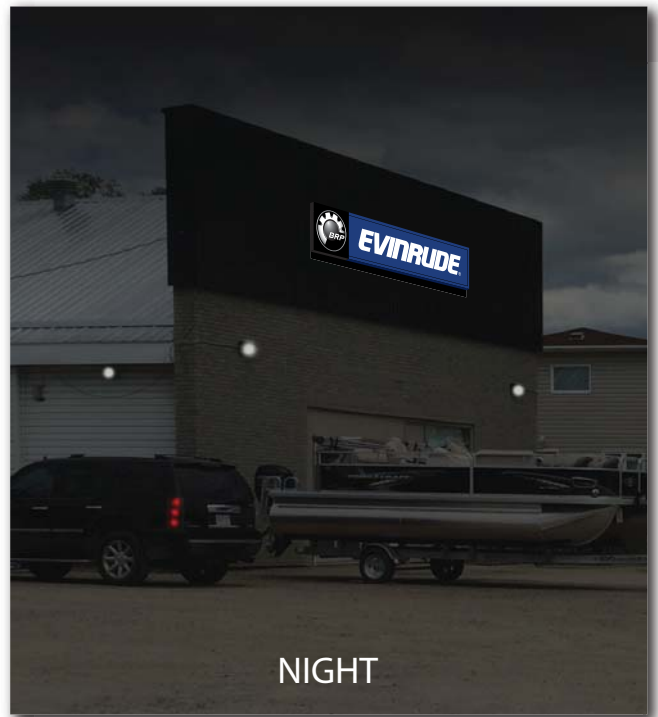
Pattison Sign Group Inc.
Account Manager
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To order your signage:

BOSSWeb
Phone Customer Service 800.888.4662, option 3
Fax 800.360.1100

Illuminated Brand Signs

Brand Strips - Evinrude (BS-E)



Single face illuminated fascia sign
 Aluminum sign cabinet with 3/16" white polycarbonate faces
 3M vinyl graphics applied 1st surface
 BRP logo digitally printed & face applied with GPS coating
 Driver Brand letters - 3M vinyl graphics face applied
 Retainers painted to match vinyl face colors
 Sign cabinet finished black
 5000K White LED illumination throughout

Illuminated signs are available in single-face configurations for hanging on the side of a building.

MODEL	SKU	A	B	C	D	PRICE (USD)
BS-E-18	768470	1'-6" (457mm)	6'-0" (1,829mm)	7'-6" (2,286mm)	8 1/16" (205mm)	\$1275.00
BS-E-24	768471	2'-0" (609mm)	8'-0" (2,438mm)	10'-0" (3,047mm)	8 1/16" (205mm)	\$1725.00
BS-E-36	768472	3'-0" (914mm)	12'-0" (3,658mm)	15'-0" (4,572mm)	9 1/8" (232mm)	\$2750.00

Models BS-E-18 & BS-E-24 have visible retainers. Model BS-E-36 has no visible retainers
 The evinrude brand must always be accompanied by the BRP logo