



ANNOUNCEMENT | STEINBACH RECREATIONAL PRODUCTS DIVISION

Enns Brothers, a John Deere agricultural equipment and outdoor recreational equipment dealer in Manitoba, today announced that it has entered into an agreement to sell its Steinbach Recreational Products Division to MidCan Powersports, a subsidiary of the Walters Automotive Group.

This action is the final step in the Enns Brothers strategic exit of the recreational and marine business, which was initiated in August 2023, when the majority of the division was sold to the FFUN Group.

“The Walters Automotive Group and MidCan Powersports checked all the boxes for us in terms of their vision for market leadership, their drive for growth and customer support,” said Ray Bouchard, President and CEO of Enns Brothers. “We could not have found a better group to take the recreational products business to the next level in this region. We thank our loyal customer group for their business over the years and want to let them know that we have the utmost confidence in MidCan Powersports’ ability to continue delivering value for our customers.”

Walters Automotive Group CEO Matt Walters agrees. “Our vision is to enter the recreational space in Manitoba and build MidCan Powersports into the preeminent BRP dealership in the province. With the high quality BRP product lineup and our commitment to customer service excellence, we know that this will be a great fit for our company.”

MidCan Powersports will acquire ownership of the Enns Brothers Steinbach BRP contract and open a new location in Steinbach on March 3rd, 2025. Enns Brothers will no longer sell recreational products in any of its facilities.