



Press Release

BRP GARNERS PRESTIGIOUS AWARDS:

- Launch of the Evinrude ICON system
- Evinrude engines #1 in customer satisfaction (J.D. Power & Associates)
- Sea-Doo 2009 iBR system receives:
 - Boating Safety award from USCG
 - Best of the Year award from Motor Boating magazine

Miami, Florida, February 12, 2009 – BRP introduces at the Miami International Boat show the Evinrude® ICON™ system; receives the 2009 J.D. Power and Associates' award for customer satisfaction of its Evinrude products; accepts a Boating Safety award from the United States Coast Guard Auxiliary Office; and takes home the "Best of the Year" award for its Sea-Doo® GTX† Limited iS™ watercraft from Motor Boating magazine.

BRP introduces the Evinrude ICON, a fully integrated electronic shift and throttle control system which enhances fuel management and overall boating experience. The state-of-the-art digital user interface for Evinrude E-TEC™ outboard engines is a specialized system which offers operators more control at their fingertips. With an easy-to-use touch-of-a-button tool, fuel systems, oil levels, maintenance timers, and many other on-board indicators are easily monitored.

For the third time in five years the J.D. Power and Associates 2009 Marine Engine Competitive Information StudySM revealed that Evinrude E-TEC engines ranked highest in customer satisfaction among two-stroke outboard brand manufacturers. Previous honors awarded to Evinrude outboards for its two-stroke direct-injection engines include the 2003 and 2007 studies.

Captain Mark Rizzo, of the United States Coast Guard Office of Auxiliary and Boating Safety, presented an award to José Boisjoli, president and chief executive officer, for BRP's commitment to improving boating safety through the introduction of an unprecedented electronically controlled hand-braking system on its 2009 Sea-Doo GTX Limited iS 255 and the RXT® iS 255 watercraft.



Ski-Doo
Lynx
Sea-Doo
Evinrude
Johnson
Rotax
Can-Am

This intelligent Brake and Reverse (iBR™) system adds to the safety provided by the off-throttle steering systems by allowing the operator to stop the watercraft within a remarkably shorter distance while maintaining much better control of the vessel.

Motor Boating Magazine will also award BRP with the "Best of the Year Award" for its 2009 Sea-Doo GTX Limited iS watercraft later today. This prize acknowledges those who have created significant breakthroughs in boating safety while making the motorized recreational experience on water more enjoyable.

"Our continued commitment to research and development allows BRP to develop innovative and trend-setting products that set us apart from our competitors," said Roch Lambert, vice president – general manager, Ski-Doo®, Sea-Doo and Evinrude division, North American markets. "The Evinrude E-TEC technology and the iBR system on the Sea-Doo GTX Limited iS and RXT iS attest to our commitment to offer consumers new and better ways to enjoy their free time," he concluded.

Bombardier Recreational Products (BRP), a privately-held company, is a world leader in the design, development, manufacturing, distribution and marketing of motorized recreational vehicles. Its portfolio of brands and products includes: Ski-Doo® and Lynx® snowmobiles, Sea-Doo® watercraft and sport boats, Evinrude® and Johnson® outboard engines, direct injection technologies such as E-TEC™, Can-Am™ all-terrain vehicles and roadsters, Rotax® engines and karts.

www.brp.com

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About J. D. Power and Associates

Headquartered in Westlake Village, California, J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

BRP Evinrude received the highest numerical score among two-stroke outboard engines in the proprietary J.D. Power and Associates 2009 Marine Engines Competitive Information StudySM. Study based on 7,093 total responses from consumers measuring three DI two-stroke brands and measures opinion of consumers who purchased a boat January 2007 through May 2008. Proprietary study results

are based on experiences and perceptions of consumers surveyed in September through November 2008. Your experiences may vary. Visit JDPower.com.

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