

BRP ROLLS OFF ITS 75,000TH SEA-DOO SPORT BOAT

Benton, Illinois, March 1, 2010 – BRP hit the 75,000 unit milestone at its sport boat manufacturing facility in Benton Illinois as the 21-foot 2010 Sea-Doo 210 Challenger SE rolled off the line on February 11.

In operation since 1996, there are currently 362 dedicated and passionate people who work in the facility. The 398,264 square foot (37,000 square metres) building was recently upgraded with energy efficient HIF lighting systems and has a host of lean manufacturing tools. With an array of semi-automated computer controlled fiberglass processes and automotive style assembly lines, the Benton site is a paramount manufacturing facility.



"Despite our investments made in Benton and across all BRP sites, a company is only as good as its employees. Our people are empowered through a teamwork management approach that allows for continuous improvement generated at the plant floor level", said Alain Villemure, vice president, general manager, Vehicle Development and Manufacturing Operations (VDMO). "Our employees show an unrelenting commitment to safety, quality, and customer satisfaction. They are truly the best at what they do and are a credit to themselves and to BRP", he concluded.

BRP's marine product portfolio is built on a long-standing history of innovative technologies and superior performance positioning the company as the industry leader in jet drive propulsion systems and EPA approved two-stroke engines. Sea-Doo watercraft and sport boats rank number one in the world while BRP's award winning Evinrude E-TEC outboard engines continue to gain momentum capitalizing on more than one hundred years of history and customer satisfaction worldwide.

Bombardier Recreational Products Inc. (BRP), a privately-held company, is a world leader in the design, development, manufacturing, distribution and marketing of motorised 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, as well as Rotax engines and karts. With manufacturing facilities on three continents, BRP products are distributed in more than 80 countries.

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