



PRESS RELEASE

BRP'S 2010 SEA-DOO SPORT BOATS ARE THE FUTURE OF BOATING WITH MORE INNOVATIONS, VERSATILITY, PERFORMANCE AND STANDARD FEATURES

Washington, DC, September 2, 2009 – BRP builds on the Sea-Doo #1 position as the world's leading marine brand with a fully equipped 2010 Sea-Doo sport boat line up that is the smartest buy in boats. The 2010 Sea-Doo sport boats deliver more versatility, more performance and more standard features for superior value, plus exceptional peace-of-mind and greater safety.

For 2010, BRP also delivers more “living space” for more passengers in its Sea-Doo sport boats, leading with its all-new 210 Challenger and 210 WAKE models complete with innovative, rear facing, comfortable and configurable Transat seats. These transom loungers fold away when not in use to allow even more space on the large new sundeck.

In keeping with its performance legacy, BRP boosts the power in the 2010 Sea-Doo 200 Speedster model to an unbeatable 510 horsepower, making it the most powerful performer in its class.

Sea-Doo Sport Boat is a trendsetter continuously offering boaters benefit they crave such as the BRP's Direct Drive Jet Propulsion System” said Chris Dawson, vice-president – general manager, International division. “Enhancing the boating experience by providing greater peace-of-mind, plus a pure adrenaline rush will ensure consumers turn good days into great days.”

New Platform - 2010 Sea-Doo 210 Challenger SE, 210 Challenger and 210 WAKE Models

With these all-new, 21 ft (6.4 m) sport boat models, BRP introduces a brand new Sea-Doo platform, loaded with standard features and equipment, plus more room for 10 passengers than most 21-footers. It offers the most living space in a larger, well designed cockpit and exclusive **Transat seats** on the rear **sundeck**. Each 210 model is powered by a 310 hp fuel injected Rotax 4-TEC power package, with a 430 hp supercharged and intercooled Rotax 4-TEC engine choice also available.

The new Sea-Doo 210 sport boat platform makes operation easier than ever before with new advanced helm technologies. The innovation starts with the exclusive **Intelligent Throttle Control (iTC)**. iTC is a drive-by-wire system that provides many new benefits including progressive throttle, cruise control, engine synchronization, docking mode and improved fuel

economy. There is a new state-of the art LCD information display and stereo system with USB input along with a new rack and pinion steering for reduced steering effort and easier maneuverability (see technology backgrounder for details).

On the **2010 Sea-Doo 210 WAKE**, iTC offers a unique new **Ski Mode** function that makes every operator and wake boarder an expert. Ski Mode ensures consistent and repeatable runs by providing the captain with advanced launch control with five pre-selected acceleration profiles for a perfect launch every time. Once the boat reaches the pre-set cruising speed, Ski Mode maintains a constant pace for every ride.

“With innovative features like the new Transat seats and iTC, our 2010 Sea-Doo sport boat line-up provides greater versatility that make them the future of boating,” said Roch Lambert, vice-president – general manager, North American Sales & Marketing Ski-Doo/Sea-Doo/Evinrude division. “Our customers get more living space and more standard equipment for the best value and most fun on the water.”

More Power – 2010 Sea-Doo 200 Speedster Model

BRP has brought its powerhouse 510 hp supercharged and intercooled Rotax 4-TEC power package to the 2010 200 Speedster model. This proven engine makes the 200 Speedster model the most powerful in its class for unrivalled, adrenaline-packed fun for the performance crowd. With 510 horsepower, the 200 Speedster accelerates from acceleration of 0 – 30 mph (0 – 48 km/h) in just 2.1 seconds, and reaches 65+ mph (105 km/h) top speed, making it the quickest production 20-footer (6 m) on the water.

For 2010, BRP delivers the most horsepower in every class, with Rotax marine engines specifically calibrated for sport boats and engineered in harmony with all the Sea-Doo sport boat systems. The Rotax 4-TEC engine also provides higher performance, lower maintenance requirements, better fuel economy and greater ease-of-use than comparable stern drives or inboard engines. For 2010, all Rotax engines in Sea-Doo sport boats meet the stringent CARB 3-star ultra-low-emission standard and European Community (EC) rules for low noise.

Advantages of Direct Drive Jet Propulsion System

BRP's direct drive jet propulsion system provides Sea-Doo sport boats with four key benefits over traditional stern drives and inboards:

1. Direct power
2. Faster planing
3. Less draft
4. Greater peace-of-mind

All Sea-Doo sport boats are true marine products, designed to withstand harsh saltwater conditions with features like BRP's exclusive Closed-Loop Cooling System (see technology backgrounder for details).

BRP's 2010 Sea-Doo line-up offers an extensive range of models from 15 ft to 23 ft (4.6m to 7m) and 155 hp to 510 hp to meet different customer needs. See the backgrounders for complete model and technical details.

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.

www.brp.com

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