



Press Release

BRP LAUNCHES THE EVINRUDE ICON INTERACTIVE CONTROL SYSTEM

Miami, Florida, February 12, 2009 – BRP introduces the Evinrude® ICON™, a state-of-the-art digital user interface system for Evinrude E-TEC™ outboard engines.

"The Evinrude ICON system adds convenience, simplicity and ease of operation so boaters can spend more time on the water," stated Roch Lambert, vice president - general manager, Ski-Doo, Sea-Doo and Evinrude division, North American markets. "The electronic shift and throttle system will be factory-installed on certain 250-hp and 300-hp 2010 model year Evinrude E-TEC engines. New Evinrude ICON electronic control add-on kits will be available to fit 2008 through 2010 model year 150-hp and higher models," he added.

Launched at the Miami International Boat Show, the all-new electronic shift and control component of the Evinrude ICON control system features an advanced high-speed network controller that electronically delivers effortless shifting, precise throttle control and automatic engine synchronization in a reliable and intuitive package. The new system includes gear position indicators, neutral throttle advance, synchronized engine trim, RPM Tune and a unique PowerSync™ control for multi-engine applications.

The Evinrude exclusive RPM Tune is a virtual RPM cruise control ranging from idle to wide-open-throttle. The RPM Tune system allows the boat operator to fine tune the engine RPM slightly higher or lower, delivering exact trolling speed and optimizing fuel efficiency at cruise speed. For added control with multiple engines applications, PowerSync provides synchronization of RPM levels automatically and combines the shift and throttle functions into a one-handed operation by a simple push of a button. The operator can control a multi-engine boat by using a single control level. This delivers added convenience and ease of operation for boat owners.

"Evinrude ICON is a fully integrated electronic shift and throttle control system with enhanced fuel management functionality and will be a successful enhancement to our Evinrude E-TEC®



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

value proposition for our international markets," said Chris Dawson, vice president – general manager, International division. "The full Evinrude ICON rollout continues throughout the year with new products that will enhance the Evinrude E-TEC experience," he concluded.

The Evinrude ICON control system, when completely integrated into all Evinrude E-TEC models, will be a comprehensive interactive system designed to enhance the overall boating experience. With the Evinrude ICON, operators will have all-systems monitoring and control at their fingertips; all in an easy-to-use, touch-of-a-button tool. Fuel systems, oil levels, maintenance timers and many other informational guides will all be part of the new system.

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.

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