

BRP LAUNCHES LUCRATIVE EVINRUDE CONTINGENCY PROGRAM FOR FLW WALLEYE AND BFL ANGLERS

Contingency program is over a \$400,000 investment for Evinrude

Sturtevant, Wis., January 13, 2010 – Anglers powering with Evinrude E-TEC outboard engines could be eligible for up to \$15,000 in contingency money in the new 2010 Evinrude Contingency Program. The new program is an additional \$425,000 investment into the overall tournament strategy for Evinrude.

Qualifying professional Walleye anglers who are a 2008 or newer, original registered Evinrude E-TEC owner, fishing the FLW Walleye Pro Tour and Championship are eligible for contingency awards under the new program. Evinrude will award \$8,000 to the qualifying Evinrude winning pro in each qualifying FLW Walleye Tour event and \$15,000 to the winning Evinrude pro angler at the 2010 FLW Walleye Tour Championship. Additional contingency money extends through 20th place in the Pro Division.

Co-anglers competing at the FLW Walleye Championship who are registered owners of a 2007 or newer Evinrude E-TEC engine are also eligible for contingency dollars. Evinrude will award \$5,000 to the winning qualifying co-angler at the FLW Walleye Championship.

In addition, qualifying anglers participating in BFL tournaments and the BFL All-American are eligible for contingency monies. Evinrude will award \$1,000 to the highest placing registered Evinrude owner at each BFL event in 2010. If a qualified Evinrude owner wins the BFL All-American, Evinrude will pay a bonus of \$10,000.

“We understand the importance of rewarding anglers who equip their boats with Evinrude E-TEC engines,” stated Yves Leduc, vice president – general manager for BRP’s North America Division. “Anglers are a critical component to our product development and retail success. We are excited to expand our contingency program to reward those who have committed to continuing the success of Evinrude E-TEC on the fishing tournament trails as well as entice potential new owners of our products,” Leduc concluded.

All contingency payouts will be administered by FLW Outdoors, allowing for immediate payouts at each tournament. For additional details on the Evinrude contingency program and a complete list of official rules and eligibility requirements visit www.evinrude.com or www.flwoutdoors.com.

Evinrude engines' reputation for dependability, quality and reliability coupled with the fact that Evinrude E-TEC is the only outboard with no dealer scheduled maintenance for 3 years or 300 hours makes the decision to power with Evinrude E-TEC an easy one. Having the lowest operating costs of any outboard engine means that powering with an Evinrude E-TEC can save consumers up to \$1,600 per year in fuel and maintenance costs.

BRP's Evinrude E-TEC engine line-up now includes 98 engine models from 15- to 300-horsepower. All engines are available at Evinrude dealerships worldwide. Visit www.evinrude.com or www.repowerwithevinrude.com for more information.

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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