



Press Release

BRP INTRODUCES NEW EVINRUDE AMBASSADOR PROGRAM

**Evinrude E-TEAM will bring the fishing experience
to the web**

Birmingham, Ala., Feb. 19, 2010 – Earlier today, BRP introduced a team of four elite anglers as official ambassadors to Evinrude outboard engines. Dubbed “The E-TEAM,” the group will tour the U.S. over the next four months, outfitted with the most reliable outboard technology on the market, sharing real experiences and interacting with fans via the brand’s new blog – EvinrudeEteam.com, and E-TEAM Facebook, YouTube and Flickr pages.

BRP, through its Evinrude brand and its E-TEAM, will provide those who have a passion for fishing the chance to virtually climb aboard the rigs of some of the biggest names in professional angling and tag along as they fish their way across the country and push their equipment to the limits.

“The E-TEAM will compliment our efforts to communicate the Evinrude E-TEC benefits of low maintenance and spending more time on the water,” said Yves Leduc, vice president-general manager for North America division. “Through our new E-TEAM program, we’re giving everyone the chance to witness the advantages of Evinrude E-TEC engines first-hand,” Leduc concluded.

The E-TEAM is comprised of a mix of legendary bass and walleye anglers, including:

- **Guido Hibdon** (Bass Pro)
- **Chad Brauer** (Bass Pro)
- **David Walker** (Bass Pro)
- **Paul Meleen** (Walleye Pro)

The core responsibility of the E-TEAM will be to blog, post videos and pictures. They will also interact with fans relating to their on-the-water experiences as pro anglers, while pushing Evinrude’s products to the limits. The group will debut new technology from the engine manufacturer, provide tips and tricks of the trade and share stories from the water.

“As professionals, we get to spend a lot of time on the water, because it’s our job. But for others, finding time to get out on the lake or river can be tough,” said Hibdon. “Thanks to BRP, we get to give everyone a chance to spend more time on the water, even if they’re on dry land.”

The E-TEAM’s equipment will feature the Evinrude E-TEC 250-hp H.O. outboard, paired with the brand new Ranger Z521 Comanche and Z520 Comanche. Additionally, the 620VS multi-species rig will be powered with an Evinrude 300-hp engine and the brand new Evinrude E-TEC

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

15-hp H.O. engine. With exceptional performance, handling and fishability features, these custom, bass and multi-species designs are touted by many anglers as the ultimate total performance dream rigs. More information on each of the models can be found by visiting www.mydreamrig.com or by logging on to the Ranger website at www.rangerboats.com. All rigs will also be equipped with the state of the art Evinrude ICON digital interface system.

Stay tuned for the adventures of the E-TEAM and be sure to follow their updates and share your thoughts on EvinrudeEteam.com, Facebook, YouTube and Flickr.

About The E-TEAM

Hibdon (Gravois Mills, Mo.), who began fishing professionally in 1980, is one of the more seasoned pros on the B.A.S.S and FLW circuits. Inducted into the Professional Bass Fishing Hall of Fame in 2002, he was the 1988 BASS Masters Classic Champion and Angler of the Year in 1990 and 1991. Dion Hibdon, his son, won the BASS Masters Classic in 1997, making them the first father / son duo to accomplish that feat.

Brauer (Osage Beach, Mo.), the son of legendary angler Denny Brauer, Chad started fishing professionally in 1995 on the B.A.S.S circuit and qualified to fish the Top 100 Tour in his first year. Since then, he has competed on the top level tours of both FLW and B.A.S.S circuits and has qualified for the BASS Masters Classic three times. In 2007 Chad started hosting "Academy Outdoors" which airs on both the Outdoor Channel and Fox Sports.

Walker (Sevierville, Tenn.) finished in the Top ten of the first 156 events in FLW Tour history 38 times – including qualifying for eight FLW Championships. In June 1999 David was named "Land O Lakes / FLW Tour Angler of the Year" and in May 2000 became the first professional fisherman chosen to represent the sport on boxes of Kellogg's Frosted Mini-Wheaties. He has qualified for the BASS Masters Classic seven times, with back to back 3rd place finishes in 2001 and 2002.

Meleen (Isle, Minn.) is a seasoned walleye pro who has competed in seven FLW Championships, four PWT Championships and four MWC Championships. Paul also founded the "Take a Kid Fishing" organization in 1991. Before being chosen as an E-TEAM member, Paul worked as an Evinrude Pro Staff member from 2007-2009.

About BRP

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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