

BRP LAUNCHES AGGRESSIVE EVINRUDE E-TEC MARKETING CAMPAIGN

Targeted initiatives will communicate the many benefits of repower

Sturtevant, Wis., April 17, 2009 – On the heels of the successful 100th Anniversary Sales Event retail boat show promotion, BRP announces a fully-integrated Evinrude E-TEC marketing campaign which kicked off April 1 and reinforces the brand positioning as the only outboard engine that lets consumers *spend more time on the water*.

A lead-generating direct mail drive, aimed at targeted consumers, will run from April 2009 through June 2009. The direct mail piece encourages recipients to visit the recently launched micro-site, www.repowerwiththevinrude.com where consumers can estimate how much they will save on operating costs with an Evinrude E-TEC powered boat through an interactive, personalized savings calculator. Consumers will be educated on the top ten reasons to repower with Evinrude, which will then link them to the nearest authorized dealer to purchase. The site also provides the opportunity to receive a DVD or catalogue and a quote on a new engine. Recipients of the direct mail piece are laser targeted by age of boat, type of boat, geographic location and considered the most likely to be in the market for an engine upgrade or entirely new boat.

A primary focus of the new campaign is aimed at the repower market and targeted at consumers who currently own older boats. “Our research indicates a sizeable opportunity in repower,” stated Roch Lambert, vice president – general manager, Ski-Doo, Sea-Doo and Evinrude division. “Boat owners are looking to upgrade, but not always with a new boat. However, our new micro-site allows consumers to research the benefits of repowering with Evinrude, or choosing from the many boat building partners currently offering Evinrude power on their boats,” stated Lambert.

The new campaign will be supported through on-line advertising, an Evinrude E-TEC :60 second “repower” infomercial, e-blasts and television sponsorships such as Ship Shape TV, which includes a feature episode on repowering with Evinrude.

BRP's Evinrude E-TEC engine line-up now includes 110 engine models from 25- to 300-horsepower. All engines are available at Evinrude dealerships 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.

www.brp.com

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