

## BRP LAUNCHES EVINRUDE E-TEC RETAIL SALES PROMOTION FOR FALL

“Best Deal on the Water” retail sales promotion runs September 15 – December 22, 2009

*Sturtevant, Wis., September 22, 2009* – Consumers who purchase an eligible Evinrude E-TEC outboard engine, 40-hp and above, will have the opportunity to take advantage of the “Best Deal on the Water” retail promotion launched September 15, 2009. The Evinrude E-TEC promotion delivers the added peace of mind from a BRP Factory Backed Limited Warranty when purchasing a new boat and motor package or repowering with a new Evinrude engine.

The sales promotion, which runs throughout the fall season, ending December 22, 2009, offers the consumer a 5-year BRP factory-backed limited warranty (3-year factory warranty PLUS an additional 2-year B.E.S.T. coverage). Consumers must purchase and take delivery of an eligible Evinrude E-TEC engine from a participating Evinrude dealer during the promotion period to qualify.

“We continue to provide our dealers with traffic-driving promotions in an effort to boost retail sales,” stated Roch Lambert, vice president – general manager, Ski-Doo, Sea-Doo and Evinrude division. “BRP has been very successful with providing our selling networks, across all our brands, effective programs to help reduce dealer inventory levels as well as drive consumer traffic into stores. The ‘Best Deal on the Water’ will provide Evinrude dealers an additional push on retail leading into the heavier boat show selling season,” Lambert concluded.

The “Best Deal on the Water” promotion is supported by a comprehensive marketing campaign designed to boost exposure for the program. The event is supported by an online and consumer email campaign which will reach more than 500,000 potential consumers. Dealers will be provided with a complete point-of-purchase kit including customized promotional standee, display rack cards and promotional clings.

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 110 engine models from 25- to 300-horsepower. All engines are available at Evinrude dealerships worldwide. Visit [www.evinrude.com](http://www.evinrude.com) or [www.repowerwiththevinrude.com](http://www.repowerwiththevinrude.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.

[www.brp.com](http://www.brp.com)

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