

BRP LAUNCHES EVINRUDE E-TEC RETAIL PROMOTION FOR BOAT SHOW SEASON

The *'Get an Early Start Sales Event'* kicks off January 1, 2010

Sturtevant, Wis., December 18, 2009 – Consumers who purchase an eligible Evinrude E-TEC outboard engine, 25-hp and above, will have the opportunity to take advantage of the *'Get an Early Start Sales Event'* retail promotion, which runs January 1, 2010 through April 15, 2010.

The sales promotion 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). In addition to the 5-year factory backed B.E.S.T. limited warranty, consumers who purchase and take delivery of an eligible engine to repower their existing boat during the promotion are qualified to receive a discount on select rigging packages (Analog, I-Command and ICON) with a retail value up to \$1,100. 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 understand the need to continue offering our dealers and OEMs traffic driving programs and are meeting that need with this promotion," stated Yves Leduc, vice president – general manager for BRP's North American Division. "Our successful extended protection plan has proven consumers are looking for added peace of mind when buying an outboard. This promotion, along with the added incentive for repowering and the award-winning Evinrude E-TEC product all deliver what consumers need and want," Leduc concluded.

The *'Get an Early Start Sales Event'* promotion is supported by a comprehensive marketing campaign designed to boost exposure for the program. Online advertising, television and mass email campaigns are all beginning early January. Dealers are provided custom ad slicks, online banner ads and professional radio scripts to promote the program in their local markets. In-store merchandising materials are also available to authorized dealers.

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 or 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

Ski-Doo, Lynx, Sea-Doo, Evinrude, Johnson, Can-Am, Rotax, E-TEC and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates.

-30-

For information:

Julie Johnson
Media Relations
Tel. 704.573.2733
julie.johnson@brp.com