

INNOVATIONS

Your new look BRP Newsletter for 2009

Issue 1 • Jan-Feb 09



BRP NEWS

Welcome to this first edition of your new format BRP newsletter, Innovations.

Do you have any interesting news you would like to see featured as part of *Innovations*? Please send your information, with digital images if possible to katy.hitchings@brp.com
The deadline for next month's issue is: Monday 6th April.

BRP UK welcomes new Country Manager, Rikard Coro

We are pleased to announce the appointment of Rikard Coro as Country Manager, UK & Ireland, for BRP Recreational Products UK Ltd. Rikard will be based from the UK's Verwood office and takes on this new opportunity effective immediately.

Rikard joined BRP in October 2005 as District Sales Manager for European Distributor markets, working in Lausanne, Switzerland. Of Swedish origin, Rikard has worked in many countries including Sweden, USA and Brazil. He obtained his MBA in International Management in 2002, speaks fluent English, Swedish, Portuguese and Spanish, and has over 20 years experience mainly in Sales, Marketing and After Sales across a variety of industries.

This appointment follows the departure of Paul Francis who has decided to leave BRP to pursue other career opportunities. We wish Paul all the best for the future and welcome Rikard to the team.

PAC PICKS

BRP PAC In-store Display System



The complete in-store merchandising solution!

- Increase brand awareness of BRP Products
- Use DVD content as a 'silent salesman' explaining BRP technologies
- Drive increased PAC sales

For more details please call Paul Woodlock on 07976087988

AFTER-SALES ADVICE

Can-Am Certification

Please note that the Can-Am certification process has changed:

- If you require agricultural registration, please contact Kate Hitchings: 01202 812103
- V55 forms for ATV and Spyder will be automatically sent. To follow progress, please contact Phil Durrant for ATV: 01202 812108 and Lloyd Stevens for Spyder: 01202 812102.

A flawless performance from Powertech Marine's, Keith Whittle at the Race Boat RYA Record Week

Early November was RYA Record Week on Coniston Water and two boats from the new SL250 class were taking part. Water conditions were the best ever seen for record breaking, so no time was lost testing different propellers.

Keith Whittle of Powertech Marine, attended with his newly developed circuit racing class outboard powered catamarans, using a standard production Evinrude E-TEC 250 HP powerhead coupled to an OMC F1 midsection and gearbox, fitted to an ex F1 RSV Velden hull.

Keith said "The week has been a total success, the boats and engines have performed faultlessly and with boat 40 breaking the record (at speeds reaching 118mph) after sustaining so much damage it is testament to the ease of maintenance and durability of the E-TEC motor."

John Puddifoot RYA Powerboat Manager added "The performance and reliability of these engines is second to none, this has been proven at numerous races throughout the season and culminated in the success at Coniston this year". The RYA now see a great opportunity for this exciting class to significantly expand in 2009 as competitors become more aware of the advantages of running a reliable and now race proven E-TEC engine.

DEALER NEWS



SPYDER UPDATE

Kent based BRP dealer, The Jetworks appointed Spyder roadster dealer



BRP Recreational Products UK Ltd has recently appointed The Jetworks as a Can-Am™ Spyder® roadster dealer within its authorised dealer network. Situated in Whitstable, Kent, The Jetworks operate from a large industrial estate along the South East coast. The Jetworks team have consistently shown passion for powersports and over the last 8 years have developed an excellent reputation as an authorized dealer of Sea-Doo Personal Watercraft and Sport Boats, as well as Can-Am ATVs since 2007.

"I see The Jetworks as a great addition to the Can-Am Spyder network and have confidence that they will provide a quality service to customers in the region," comments Martyn Heard, Can-Am Commercial Manager.

"We are delighted to be representing the brand in the region - we are constantly looking for more products and choices to make our customers' leisure time more enjoyable and the Spyder offers an invigorating experience for both new and accomplished riders. We hope to hold a demonstration day to give our customers the chance to experience the unique Spyder roadster for themselves" says Martin Feakins, Manager, The Jetworks, who is actively involved in ATV riding and is highly experienced in servicing and fine-tuning race equipment.

Later in February, BRP also saw the appointment of ATV Adventure Xtreme as an authorised Spyder roadster dealership. Look out for their news feature in the next edition of *Innovations*.

JDPower customer satisfaction results for ETEC

BRP's Evinrude E-TEC outboard engines have been ranked highest in customer satisfaction with two-stroke outboard engines by the J.D. Power and Associates 2009 Marine Engine Competitive Information Study.

The award was presented on 12th February 2009 at the J.D. Power and Associates awards ceremony in conjunction with the Miami International Boat Show at the Miami Beach Convention Center. BRP's Vice President - General Manager, Ski-Doo, Sea-Doo and Evinrude Division, North American Market, Roch Lambert, accepted the award.

"This award is very significant for BRP. Since we relaunched the Evinrude outboard engine in 2002, it has ranked highest in customer satisfaction in the 2003, the 2007 and now the 2009 study" stated Lambert. "Our continued commitment to research and development allows BRP to develop innovative and trend-setting products that set us apart from our competitors. This is a testament to our continued efforts to provide the best, worry-free boating experience to our consumers" he concluded.

This is the third time in five years that Evinrude engines have been ranked the highest in customer satisfaction among two-stroke outboard brand manufacturers in the U.S. In the study, the brand's 100 year anniversary celebration was also noted for its excellence. "Receiving this award reinforces the benefits of owning an Evinrude E-TEC outboard engine. We are witnessing a growing segment of consumers looking to spend more time on the water. Our reputation for dependability, quality, and reliability coupled with the fact that Evinrude E-TEC is the only outboard with no dealer scheduled maintenance for three years or 300 hours has made consumers' decision to choose Evinrude an easy one," added Lambert.

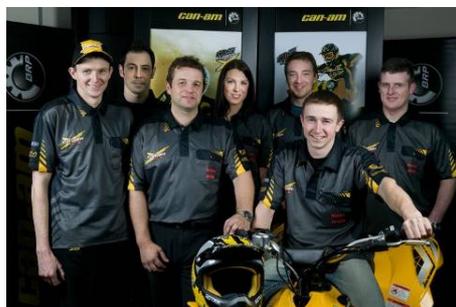
CAN-AM NEWS

2009 Team Can-Am Riders Announced

BRP Recreational Products UK Ltd has recently announced its Can-Am™ ATV team riders for the 2009 season. Returning for the second year, Justin Reid and Chris Cooper are joined by Beverley Barnes, Shaun Gunther, Iain Johnston and Cathal McGilligan. The new Team Can-Am came to BRP's Verwood office last month for a team meeting and photo-shoot.

"We are entering the 2009 season with a really strong team of riders. We're geared up for the year ahead and with the recent launch of the new Can-Am DS 450™ X™ mx, Team Can-Am is all set for an exciting season," says Martyn Heard, Commercial Manager for Can-Am.

"We continue to support the ATV sports scene and are pleased to be sponsoring the 4x4 class of the QRA ACU British Quad Cross Country Championships (formerly the Enduros) for the third consecutive year."



Justin Reid, nicknamed 'Justwin' after his stellar success as an international quad racer, took to the ACU Motocross circuit with the DS 450 in 2008. Highlights of 2008 include winning a moto in the first round of the Ulster Championship, followed by a hat-trick of wins at a further round. 2009 Can-Am team rider Chris Cooper has been involved in enduro racing for over eight years. Last year's success includes winning the ORE 6 Hour event with the DS 450.

NEW to the team is Beverley Barnes, who has been riding on the competitive race scene for nearly three years. Her consistency on the track has meant that Beverley secured 1st place in the 'Quad Lady' class of the Weston Beach Race for three consecutive years. Can-Am ATV rider, Shaun Gunther has an excellent track record with successes that include two-time Quad du Cap 9hr winner and previously finishing 6th in the BAJA 1000 in Mexico. He has also been crowned South African 2003/2008 National Off Road Champion and has won numerous South African regional enduro competitions.

Former Can-Am ATV rider, Iain Johnstone (aka 'Skippy') returns to Team Can-Am after a break due to injury. Skippy has been racing ATVs since 2002 and his major achievements include being crowned QRA British Quad Enduro Champion in 2003. Cathal McGilligan, Ulster Champion 2006 joins the team after representing Can-Am at the Weston Beach Race in 2008.

SEA-DOO NEWS

Sea Doo Miami Boat Show Award Presentation



BRP has been awarded a Boating Safety award from the United States Coast Guard Auxiliary Office and taken home the "Best of the Year" award for its Sea-Doo GTX Limited iS watercraft from Motor Boating magazine.

Captain Mark Rizzo, of the United States Coast Guard Office of Auxiliary and Boating Safety, presented an award to José Boisjoli, President and Chief Executive Officer, for BRP's commitment to improving boating safety through the introduction of an unprecedented electronically controlled hand-braking system on its 2009 Sea-Doo GTX Limited iS 255 and the RXT iS 255 watercraft. This intelligent Brake and Reverse (iBR) system adds to the safety provided by the off-throttle steering systems by allowing the operator to stop the watercraft within a remarkably shorter distance while maintaining much better control of the vessel.

Motor Boating Magazine also recognized the immaculate innovation behind the iS, awarding BRP with the "Best of the Year Award" for its 2009 Sea-Doo GTX Limited iS watercraft. This prize acknowledges those who have created significant breakthroughs in boating safety while making the motorized recreational experience on water more enjoyable.

"Our continued commitment to research and development allows BRP to develop innovative and trend-setting products that set us apart from our competitors," said Roch Lambert, Vice President - General Manager, Ski-Doo, Sea-Doo, and Evinrude division, North American markets.

February 2009.

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