



Press release

BRP WINS INNOVATION AWARD FROM NMMA FOR THE REVOLUTIONARY SEA-DOO GTX LIMITED iS WATERCRAFT

Valcourt, Québec, February 19, 2009 – BRP receives coveted NMMA (National Marine Manufacturers Association) Innovation Award for its Sea-Doo GTX Limited iS watercraft. The revolutionary new watercraft features iCONTROL, an advanced computer control technology that seamlessly integrates the world's first on-water braking system with iBR (intelligent Brake & Reverse) and rider suspension system with iS (intelligent Suspension) to give the rider more control than ever before.

The NMMA Innovation Award acknowledges manufacturers who bring to market new and innovative products that advance the boating industry and honours them for integrating new concepts that provide practicality to the consumer in a cost-effective manner. According to the NMMA*, BRP's new Sea-Doo GTX Limited iS watercraft's "active suspension and first on-water braking system puts it in a class of its own. Judge Alan Jones, after riding it through a three-foot chop says, 'It's good enough to make an average rider like me, feel like a pro and it allowed me to get out of bed the next day without a backache.' "

BRP's Sea-Doo GTX Limited iS watercraft is the most advanced recreational vessel launched in decades, featuring many new technologies that dramatically improve the on-water experience for the operator. In addition to the first on-water braking system and full rider suspension, the Sea-Doo GTX Limited iS features the S³ hull, the first high-performance stepped hull design in the watercraft industry.

"Innovation is what makes Sea-Doo the world leader in the watercraft industry. With all its brands, BRP always strives to develop technologies and products that take the powersports industry forward," said Roch Lambert, vice president – general manager, Ski-Doo, Sea-Doo, and Evinrude division, North American markets. "It is an honour to see our efforts recognized by the NMMA. The intelligent braking and suspension systems developed for the new Sea-Doo GTX Limited iS and RXT iS 255 watercraft offer boaters a higher level of control than ever before and will change the direction of all future boat designs."

The NMMA Innovation Award winners are selected by an elite panel of judges consisting of members of Boating Writers International (BWI) and are presented annually at the Miami International Boat Show.

The 2009 Sea-Doo GTX Limited iS and RXT iS 255 watercraft are currently being produced and are available for purchase from authorized Sea-Doo watercraft dealers around the world.

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
www.sea-doo.com

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* Source: [NMMA February 12, 2009 Press Release](#)

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For company information:

Johanne Denault
Manager, Corporate Communications
T +1.450.532.5173
johanne.denault@brp.com

For product information:

USA and Canada:

Tim McKercher
Sea-Doo
T +1.321.409.0519
tim.mckercher@brp.com

International markets:

Helen Vasilevski
Director, Sales and Marketing, Int'l division
Sea-Doo, Evinrude, Ski-Doo and Lynx
T +42.21.318.7870
helen.vasilevski@brp.com