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BRP AWARDED BEST OF WHAT'S NEW BY POPULAR SCIENCE MAGAZINE FOR SEA-DOO GTX LIMITED iS WATERCRAFT

New York, NY, USA - November 12, 2009 – BRP has been named the “Grand Award Winner” as decided by *Popular Science* in the annual “Best of What's New” for its 2009 Sea-Doo GTX iS watercraft with iControl technology.

The *Popular Science* award is extremely prestigious as products from every form of recreational activity were considered. The BRP's Sea-Doo GTX Limited iS watercraft - the only marine product in the running – was selected as the Best of 2009 in the Recreation segment. In 2009 the Sea-Doo GTX Limited iS watercraft collected an unprecedented number of awards and recognitions from marine media and the United States Coast Guard with much of the acclaim attributed to the introduction of Intelligent Brake & Reverse (iBR) the only braking technology on a watercraft.

“For 22 years, *Popular Science* has honored the innovations that surprise and amaze us – those that make a positive impact on our world today and challenge our views of what's possible in the future,” said Mark Jannot, Editor-in-Chief of *Popular Science*. “The Best of What's New Award is the magazine's top honor, and the 100 winners – chosen from among thousands of entrants – represent the highest level of achievement in their fields.”

BRP's Sea-Doo GTX Limited iS model features iControl, the world's most advanced watercraft technology that seamlessly integrates a host of new features and benefits such as Intelligent Throttle Control (iTC) and iBR to give the rider more control than ever before. The Intelligent Suspension (iS) is another engineering breakthrough introducing the only full rider environment suspension system in the marine industry delivering the smoothest ride on the water. The new S³ hull improves wave penetration and the exclusive stepped design provides precise handling and is powered exclusively by the 255* hp Rotax 4-TEC marine engine.

“The Sea-Doo GTX Limited iS equipped with iControl is defining the future of personal watercraft with innovations that improve the levels of safety and change the way Sea-Doo watercraft riders have fun on the water.” said Bob Lumley, Vice President, North American Sales & Marketing Sea-Doo/Ski-Doo division. “BRP is honored that *Popular Science* has recognized the many advancements the Sea-Doo GTX Limited iS watercraft brings to the recreational boating public. The innovation of iControl technology will be enjoyed by more riders as the technology expands to more Sea-Doo models in the years to come.”

BRP's award winning iControl technology expands from two models in 2009 to seven in 2010. 2010 Sea-Doo watercraft models equipped with iControl will include, the GTX Limited iS 260, GTX iS 215, GTX 155, RXT iS 260, RXT-X 260, RXT 215, and the WAKE PRO 215.

About Best of What's New

Each year, the editors of *Popular Science* review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners – the Best of What's New – are awarded inclusion in the much-anticipated December issue of *Popular Science*, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New Awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Securities, Home Tech, Personal Health and Recreation.

About Popular Science

Founded in 1872, *Popular Science* is the world's largest science and technology magazine, with a circulation of 1.3 million and 6.8 million monthly readers. Each month, *Popular Science* reports on the intersection of science and everyday life, with an eye toward what's new and why it matters. *Popular Science* is published by Bonnier Active Media, a subsidiary of Bonnier Corporation.

Bombardier Recreational Products Inc. (BRP), a privately-held company, is a world leader in the design, development, manufacturing, distribution and marketing of motorized 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

Sea-Doo, Ski-Doo, Lynx, Evinrude, Can-Am, Rotax, Spyder, E-TEC, iControl, iS, iBR, iTC, S³, WAKE, X, RXT, 4-TEC and the BRP logo are trademarks of Bombardier Recreational Products Inc. or its affiliates. All other trademarks are the property of their respective owners.

*2009 Sea-Doo GTX Limited iS was equipped with a Supercharged 255 hp Rotax 4-TEC engine; the 2010 model now offers a Supercharged 260 hp Rotax 4-TEC engine.

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