



Press release

BRP SHOWS OFF ITS DESIGN PROWESS WITH ANOTHER RED DOT AWARD

Essen, Germany, July 5, 2010 – BRP receives a red dot award in the product design category for its 2010 Sea-Doo 210 Challenger SE sport boat. This is BRP's seventh red dot award since 2005.

The red dot design award is awarded by the *Design Zentrum Nordrhein Westfalen* in Essen, Germany. Since 1955 the red dot awards honour outstanding design quality and trendsetters in the fields of product design, communication design, and design concepts. This year 1,636 companies from 57 countries for a total of 4,252 entries submitted their projects to the jury.

"BRP is the benchmark of the powersports industry when it comes to design, performance, efficiency, and on-board safety features," said Denys Lapointe, executive vice-president, Design and Innovation. "It is exciting to be recognized in the transportation category amongst such a competitive field of entries, many of which come from the automobile industry. This award is further proof that BRP is committed to providing the best possible motorized recreational experience for consumers," he added.

Innovation in design, engineering and ergonomics is a recurring trend at BRP and at the heart of every product manufactured by the company. This is the third boating related award for BRP thus far in 2010. In February, at the International Miami boat show in Florida, BRP was the recipient of two safety awards from the National Marine Manufacturers Association (NMMA) for its 2010 Sea-Doo RXT-X 260 watercraft and for its Advanced TEC iCatch PWC trailer.

"BRP's Sea-Doo 210 Challenger SE sport boat is a 21-foot *tour de force* which provides a surface layout similar to that found on most 23-foot models," continued Lapointe.. "It was conceived to enhance the deck experience with an industry-first rear swim platform that quickly converts into deck chairs when extra space is required," he concluded.

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, side-by-side vehicles and roadsters, as well as Rotax engines and karts. BRP products are distributed in more than 90 countries.

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