



BRP WINS MULTIPLE AWARDS FOR ITS SEA-DOO PRODUCTS AT THE MIAMI INTERNATIONAL BOAT SHOW

Miami, FL, February 17, 2011 – BRP was presented four awards at the recent Miami International Boat Show for its new class-leading Sea-Doo GTI SE watercraft and new Sea-Doo 230 SP boat including: the National Marine Manufacturers Association (NMMA) Innovation Award, PWC of the Year from PWCToday.com, and two Excellence in Design Awards from Trailer Boats magazine. This is the third consecutive NMMA Innovation award for BRP's Sea-Doo watercraft.

“BRP continues to lead the marine industry with meaningful innovations that make the boating experience better with every new product we introduce,” said Yves Leduc, vice president and general manager, North America division. “These four awards are a tribute to BRP’s commitment to moving the marine industry forward and providing another level of safety; best exemplified by the introduction of the only on-water intelligent brake & reverse (iBR) system to a wider range of Sea-Doo models from entry-level to luxury performance.”

2011 NMMA Innovation Award – PWC, Jet Boats, Pontoon boat category

For the third consecutive year, BRP won the prestigious NMMA Innovation Award in the PWC, Jet Boats, and Pontoon Boats category. The all-new 2011 Sea-Doo GTI SE 130 watercraft follows the Sea-Doo RXT-X 260 model (2010 winner) and the Sea-Doo GTX Limited iS 255 PWC (2009 winner) in the BRP Innovation Award legacy by offering premium BRP iBR system in an all-new recreational platform at an entry-level price.

BRP’s 2011 Sea-Doo GTI SE 130 watercraft has been completely redesigned with an intense focus on improving rider ergonomics and comfort while integrating the exclusive iBR system. BRP’s iBR provides riders with a level of control never before experienced on the water with simplified manoeuvrability and the peace of mind knowing that riders can stop when wanted. The Sea-Doo GTI SE 130 model is also equipped with intelligent Throttle Control (iTC) that allows the rider to electronically control how power is delivered through various modes including ECO mode[†].

“The 2011 Sea-Doo GTI 130 PWC is a comprehensive package of features for the value-minded rider,” NMMA Innovation Award Judge Robert Buller noted. “With its new ergonomically designed deck, the efficient ECO mode, throttle control and braking system, this is a smart package for under \$9,000.”

2011 PWC of the Year by PWCToday.com

PWCToday.com, a PWC enthusiast’s forum, and syndicated, award-winning marine journalist Jeff Hemmel of RideLiquid.com collaborated in choosing the Sea-Doo GTI 130 as the 2011 PWC of the Year based on detailed criteria and on-water trials aboard all new models from all PWC manufacturers.

Ski-Doo
Lynx
Sea-Doo
Evinrude
Johnson
Rotax
Can-Am

“The one time-honoured approach to determine the PWC of the Year has been to look at innovation, market appeal, and a PWC’s projected long-term impact,” explained the staff of PWCToday.com. “All strong criteria, but to that recipe we’d also argue for the inclusion of a craft’s fit and finish, its safety, overall value, and in today’s world of higher gas prices, even its efficiency. All combined equate to what we consider a watercraft worthy of the title of PWC of the Year. And in 2011, the watercraft that combines these attributes best is the Sea-Doo GTI 130 PWC.”

2011 Excellence in Design Awards by Trailer Boats Magazine

Trailer Boats magazine named the new Sea-Doo GTI SE 130 their PWC category Excellence in Design winner, with the editorial staff noting, “...the craft offers a new playful hull that provides a dry ride as well as excellent handling in and out of turns. With the new Sea-Doo GTI SE 130 PWC, BRP offers a premium watercraft at an entry-level price,” the staff concluded.

Trailer Boats magazine also named the new Sea-Doo 230 SP boat as the sport jet Excellence in Design winner for offering a strong family fun boating package. The editorial staff said, “Overall, BRP has designed a boat that offers comfort for the entire family with the ability to create even more fun on the water, which is why its new Sea-Doo 230 SP boat earned this year’s award.”

BRP’s Sea-Doo 230 SP boat is a full-size, family runabout designed for water sports that seats 12 comfortably and is as much fun to drive as it is to wakeboard behind. The twin Rotax supercharged 4-TEC engine package powers the direct-drive, jet-propulsion system providing immediate throttle response and sports-car-like handling. Its hull is designed to efficiently and effortlessly smooth out choppy waters and is tuned to offer a well-shaped wake for board sports. BRP’s 230 SP boat is also equipped with iTC, including Ski mode, Docking mode, and ECO mode.

For more information about Sea-Doo, visit the new mobile site at m.sea-doo.com

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 boats, Evinrude and Johnson outboard engines, direct injection technologies such as E-TEC, Can-Am all-terrain and side-by-side vehicles and roadsters, as well as Rotax engines. BRP products are distributed in more than 90 countries.

† Not all functions available for all models. *Model names may differ for international markets.

www.brp.com

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