



Press release

BRP GOES ON THE ROAD

Can-Am Spyder roadster: the next dimension in open-road riding

Valcourt, Québec, February 5, 2007 – BRP introduced today its first "on-road" vehicle, the 2008 Can-Am™ Spyder™ roadster. This three-wheel vehicle, with two wheels in the front and one in the rear, offers a completely new and stunning look. Powered by a proven 998cc V-Twin engine designed and manufactured by BRP-Rotax, the Can-Am Spyder roadster, with its unique Y-architecture, can be described as part motorcycle and part convertible sports car.

"Our Can-Am Spyder roadster is the next dimension in open-road riding. A true paradigm shift, the Can-Am Spyder roadster offers a balance of performance and peace of mind with features like the Vehicle Stability System (VSS™), engineered in conjunction with Bosch†, which includes anti-lock brakes, traction control and stability control systems," said José Boisjoli, president and CEO, BRP.

BRP's reputation was built on its ability to innovate and design products for powersports enthusiasts. After more than five years of research, the Can-Am Spyder roadster is now delivering on the company's promise to offer a complete line of recreational motorized products in four segments: on snow, on water, as well as both off and on road.

While confirming that the Can-Am Spyder roadsters would be assembled in Valcourt, Boisjoli added: "This is a historic event for BRP, particularly for our Valcourt and Austrian employees, as it confirms the strategic role of BRP's Québec manufacturing facilities for assembling complex and sophisticated vehicles, and BRP-Rotax's leadership in engine development. With Can-Am Spyder, we are redefining the roadster category by bringing the powersports experience to the road through this new generation of vehicles. BRP is entering a new era that will provide growth opportunities for our company worldwide and potentially create new jobs," he concluded.

Plans are to start manufacturing units by fall 2007 with a progressive ramp-up of the production over the next three years to meet market demand.

"This event also marks BRP's first truly global launch," said Chris Dawson, vice-president, Strategic planning & Head of Can-Am Spyder roadster Program. "In 2007, BRP will deploy the first phase of its go-to-market strategy: twelve selected American states and four Canadian provinces will offer Can-Am Spyder roadsters through BRP's existing dealer network, followed by several European countries including France and Spain in early 2008. In its second phase, BRP will expand its Can-Am Spyder roadster offer to more North American states, Canadian provinces, Europe and other countries, and expects to be present worldwide within three to four years," he concluded.

Among those participating in the event were Jean Charest, Québec Premier, Raymond Bachand, Québec Minister of Economic Development, Innovation and Exports, as well as Yvon Vallières, Québec Minister of Agriculture, Fisheries and Food. The Premier confirmed a reimbursable financial contribution of \$17.8 million from the Government of Québec, through Investissement Québec, to support the development of the Can-Am Spyder roadster.

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 Evinrude E-TEC®, Can-Am™ all-terrain vehicles and roadsters, and Rotax® engines and karts.

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