



Press Release

BRP LAUNCHES ULTIMATE PLAYGROUND SPRING TOUR AND CHANCE TO WIN DREAM GARAGE

Valcourt, Québec, February 2, 2011 – BRP is showcasing the complete BRP product portfolio with its Spring Ultimate Playground Tour, visiting select U.S. cities, along with a chance to win a \$50,000 BRP dream garage.

Starting March 5 and running to April 19 with stops in traditional spring show locations for BRP's Ski-Doo line, the tour will offer the first chance to see the 2012 Ski-Doo snowmobiles up close and personal.

As a special show incentive, visitors will receive a chance to win a \$50,000 BRP dream garage – the opportunity to fill their garage with their choice of BRP products. Special coupons will be handed out at each tour stop and visitors can go online to check their fortunes.

The Ultimate Playground Tour, as a stand-alone event, steps up its offering by providing more products to view, interactive displays, product specialists to answer questions and more time and flexibility to look around - most stops will now be two days.

“Consumers have been asking for one venue to see all BRP products,” stated Marc-André Dubois, Director of Marketing for Ski-Doo. “In today’s business climate, manufacturers need to be creative and address these changing desires. We have answered with the Ultimate Playground; a one-stop display of all BRP products which makes it much easier and a less time consuming buying experience,” Dubois concluded. Customers can expect to see current Can-Am ATVs, side-by-side vehicles and Spyder roadsters, Evinrude outboard engines, plus Sea-Doo watercraft and boats in addition to the 2012 Ski-Doo sleds.

The complete Ultimate Playground tour dates, times and locations can be found at www.ski-doo.com, along with all Ski-Doo spring shows. More shows could be added to the Ultimate Playground schedule, be sure to check the details for your area. A “quick view” look at the upcoming scheduled is attached.

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.

www.brp.com

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Steve Cowing
Media Relations and PR Manager
Ski-Doo
651-755-2520
steve.cowing@brp.com

BRP ULTIMATE PLAYGROUND SCHEDULE QUICK VIEW

East Ultimate Playground Tour Stops

March 2 Bangor, ME Bangor Auditorium and Civic Center
March 4-5 Colebrook, NH Coleman State Park
March 6 Concord, NH Grappone Convention Center
March 9 Syracuse, NY The Onecenter
March 11-13 Old Forge, NY SnoFest Grounds
March 16 Buffalo, NY Buffalo - Niagara Convention Center
March 18-20 Lake Geneva, WI ISOC Snocross Race Grand Geneva Resort
March 22-23 Green Bay, WI Lambeau Field
March 25-26 Milwaukee, WI Wisconsin Exposition Center
March 29 Duluth, MN DECC – Duluth Event and Convention Center
April 1-2 Chicago, IL Donald E. Stephens Convention Center
April 5 Wausau, WI Stony Creek Inn, Northwoods Conference Center
April 8-9 Minneapolis, MN Minneapolis Convention Center
April 11 Winnipeg, MB Red River Exhibition Park
April 12-13 Novi, MI Rock Financial Show Place
April 15-16 Pittsburgh, PA David L. Lawrence Convention Center
April 19 Allentown, PA Four Points by Sheraton

West Ultimate Playground Tour Stops

March 7-8 Fargo, ND Fargo Civic Center
March 11-13 West Yellowstone, MT Snowmobile EXPO Holiday Inn Conference Center
March 16 Layton, UT Davis Convention Center
March 18-19 Salt Lake City, UT Salt Palace
March 21 Boise, ID
March 24-27 Jackson Hole, WY World Championship Hillclimb
March 29-30 Spokane, WA Spokane Convention Center
April 1-2 Tacoma, WA Greater Tacoma Convention Center