



BOMBARDIER FORMS FIRST CLASS PRO ANGLING TEAM TO SHOWCASE OUTBOARD BRANDS

Eleven of fishing's top competitors hand-picked to join the all new *Team Evinrude*

Sturtevant, WI, December 4, 2001 – Bombardier Recreational Products has formed the new promotional team made up of eleven of the industry's top tournament fishing pros to represent the Evinrude® and Johnson® outboard brands throughout the marketplace. Team Evinrude members will promote the brands at boating and fishing tournaments, boat shows and other major industry events, as well as other major venues that support and promote the outdoor recreational products industry as a whole.

Members of Team Evinrude are considered icons by many outdoor sports enthusiasts, as well as amateur tournament fishermen and are well respected by their peers. These elite team members include Denny Brauer, Chad Brauer, Steve Daniel, Chris Gilman, Dion Hibdon, Guido Hibdon, Davey Hite, Larry Nixon, Eric Olson, Carl Svebek and David Walker.

"These pros are a highly respected group of anglers and have a huge following with a loyal fan base," said Robin Michael, Manager, Public Relations, Boats and Outboard Engines. "We are proud to have such a first-class team of anglers who are specialists in their field and understand the importance of using quality equipment."

Team Evinrude will represent the Evinrude and Johnson brands at fishing tournaments held nationwide. Bombardier will also support Team Evinrude through their investment in fishing tournaments, including the prestigious Operation Bass circuit, and by providing the team with on-site technical expertise to ensure top performance.

“For Bombardier, Operation Bass represents the future of fishing nationwide because these events serve and support professional and amateur anglers,” said Michael. “Their grassroots approach to tournament fishing also directly targets Evinrude/Johnson core users. That’s why we chose it to be one of our primary sponsorships.”

Operation Bass encompasses the FLW tournament circuit, the EverStart Series, BFL, Texas Tournament Trail (TTT) and the RCL walleye circuit. The brands will also sponsor Crappie USA, Sealy Outdoors and other freshwater fishing tournaments, in addition to a variety of saltwater series and events.

Bombardier invited Team Evinrude to its headquarters to participate in an aggressive one-week training and orientation program to get familiar with the brand-new Evinrude outboard products. While there, they also participated in a two-day technical training program on Evinrude engines. The training program was conducted by Bombardier’s expert technical trainers and included hands-on experience with Evinrude motors. Members of the Team also had an opportunity to tour the new, world-class manufacturing facility located at the new headquarters in Sturtevant, Wisconsin. The goal of the training was to provide the team with the tools and information they need to educate consumers about the renewed brands when attending tournament weekends, dealer meetings, boat shows and when making other appearances.

“I’m honored to be a part of this Team,” said champion angler and Team Evinrude member Larry Nixon. “In my 25 years in this sport, I’ve never had an introduction to a company like this. These people are serious about this – both tournament fishing and building engines. I’m thrilled to be a part of so much energy and passion. It’s incredibly refreshing.”

Bombardier Recreational Products designs, develops, builds, distributes and markets Ski-Doo® and Lynx® snowmobiles, snowgrooming equipment and multi-purpose tracked vehicles, Bombardier® all-terrain vehicles, Sea-Doo® watercraft and sport boats, Bombardier Fish Hawk™ fishing boats as well as the Evinrude® and Johnson® outboard marine engines and the Ficht Ram Injection® technology. Snowmobiles, ATVs, watercraft and some sport boats are powered by Rotax® engines that are designed and built by Bombardier-Rotax GmbH, which also builds motors for motorcycles, scooters, karts and aircraft.

Bombardier Inc., a diversified manufacturing and service company, is a world leading manufacturer of business jets, regional aircraft, rail transportation equipment and motorized recreational products. It is also a provider of financial services and asset management. The Corporation employs 79,000 people in 24 countries in the Americas, Europe and Asia-Pacific and its revenues for the fiscal year ended Jan. 31, 2001 totalled \$16.1 billion Cdn.

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