



Press release

Ski-Doo 2008 snowmobiles:

BRP INTRODUCES THE MOST DRAMATIC REDESIGN IN ITS HISTORY

Las Vegas, Nevada, March 4, 2007 –BRP is leading snowmobile innovation once again with the introduction in its Ski-Doo® line-up of the REV-XP™ platform, the most extensive development project in Ski-Doo history. Nearly every single part of the platform was redesigned for better performance and lighter weight.

Eleven models of the 2008 Ski-Doo line, from the MX Z Trail to the Summit X-package to the new GSX Limited Touring model, are built on the new ultra light and innovation-packed REV-XP™ platform. These sleds are 50 to 165 pounds (23-75 kg) lighter than equivalent competitive 2007 sleds.* To broaden the appeal of the driver-centered riding position BRP pioneered with the REV platform, the REV-XP has an additional eight inches (20 cm) of legroom. This enables riders to move further up on the tank for spirited riding or stretch out during relaxed cruising.

“BRP revolutionized the snowmobile industry five years ago with the introduction of the REV platform. The XP platform is an even greater step forward for the sport; a testament to our company’s engineering and design ingenuity,” said Yves Leduc, vice-president and general manager, Snowmobiles, Watercraft and Sport Boats and ATVs. “The lighter weight, more versatile driver position and improvements in each system add up to a whole new level of riding snowmobilers will love. It feels like the sled actually becomes part of your body.”

How far were BRP engineers able to go? The 2008 MX Z TNT™ model with 600cc liquid-cooled engine even breaks the 400 pound (181 kg) barrier – it weighs just 399 pounds (181 kg) – which is a first for a full size liquid-cooled sled. Even with the weight reduction, the REV-XP chassis gives nothing away in the durability department, as it is actually 21% stronger than the REV.

Rotax® 800R PowerT.E.K. engine expansion

The industry-leading Rotax 800R PowerT.E.K. engine becomes the standard 800cc engine option for performance sleds. Available in two Summit mountain models in 2007, it is now the

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standard 800cc engine for 2008 performance models, including MX Z and GSX sleds. With 151 horsepower, it is the most powerful engine in the 800 and 900cc classes.*

Cutting-edge technology, such as a high flow cooling system and 3-D R.A.V.E. exhaust valves mean it's not only a powerhouse, but also ensure it gets outstanding fuel economy, meets all U.S. EPA standards and delivers instant throttle response.

The next generation two-stroke engine Rotax 800R PowerT.E.K. mill is much lighter than competitive four-stroke engines. The sleds it powers will be easier to handle with less rider fatigue and deliver excellent fuel economy.

Other 2008 notables

Thirty of the 35 Ski-Doo model/package combinations are being upgraded for 2008. For example, the new Mach Z™ LT and Tundra™ LT offer packages with longer tracks and the GSX Limited Touring model, a high-performance two-up sled that now easily converts to a one-up sled with sleek looks.

Accessories

BRP accessory designers were part of the REV-XP development team from its inception. Consumers will be able to choose from a full line of genuine BRP accessories customized to their sled from day one. The process also ensures that the accessories are totally integrated into the design of the sled for fit and finish, style and ease of installation.

The new graphic seat covers are attached with small "Christmas tree" fasteners. All REV-XP-based sleds are manufactured with the holes for these fasteners already in the seat base. Consumers can install a new seat cover in minutes, without tools, creating a factory-installed look.

Other innovative accessories include a new 1+1 seating system for standard and X-package models that can be upgraded with a backrest, heated passenger handholds or muffs; new patent-pending cargo bag attachment system that can be easily manipulated with gloves, and; a handlebar bag with heated pocket for protecting electronics such as mobile phones and GPS receivers.

"2008 is a blockbuster year for BRP, and most importantly, Ski-Doo riders," added Yves Leduc. "We've never launched so many models on a new platform and upgraded the engine options for so many packages in the same year. These are really significant innovations that again will transform how people ride snowmobiles."

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 boats, Evinrude® and Johnson® outboard engines, direct injection technologies such as Evinrude E-TEC®, Can-Am™ ATVs/quads, Rotax® engines and karts. www.brp.com

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Last ned brosjyren på www.brp.com

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