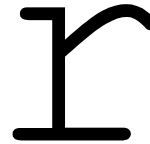


BACKGROUND



JOHNSON OUTBOARD ENGINE POWER LINE-UP

October 4, 2003 – Bombardier Recreational Products increases its 2004 Johnson® four-stroke outboard engine line-up with five new power platforms and 17 new models in all. The four-stroke models now range from 4 hp to the new 225 hp model.

Offering More Power Choices on the Water

Johnson outboards are the four-stroke of choice for all kinds of on-the-water activities: fishing, cruising and exploring.

This year's big new 200 and 225 V-6 engines are an environmentally responsible choice of power for boating enthusiasts. Each engine is a 55 degree V-6 with dual overhead cams and up to four valves per cylinder for impressive power and top-end speed. The 200 hp (147 kW) and 225 hp (165 kW) both have a full-throttle operating range of 5,000-6,000 rpm, with a gear ratio of 2.29:1. Boaters will experience outstanding acceleration in a modern compact package compared to other four-stroke outboards.

The 225 hp comes in either a 25-inch (635 mm) shaft or 30-inch (762 mm), weighing 580 lbs (263 kg) and 591 lbs (268 kg), respectively. The 200 hp is manufactured with a 25-inch shaft only.

Both models offer a 54-amp alternator to power the electronics, with plenty of power even at trolling speeds. Each engine offers electric start and the power trim and tilt. The multi-stage induction for enhanced performance is available on the 225 hp model, and is CARB 3-star compliant. The 200 and 225 hp models, as with all Johnson four-stroke models, offer multi-port EFI sequential fuel injection, to ensure fuel induction and starting each time out.

Rounding Out the Smaller Power Range

The durable new 30, 25 and 9.9 hp outboard engines are quieter, smoother, and 100 percent compliant with the toughest U.S. federal standards for emissions.

The 25 and 30 hp models are available in white with 20-inch (508 mm) shafts. Weighing in at 205 lbs (93 kg) each, the engines are a four-stroke, 3 cylinder in-line single overhead cam (SOHC) engine. Trim methods include either power trim and tilt or manual trim with gas assist. Both models have a 15 amp alternator and a gear ratio of 2.27:1.

The 25 hp (18.4 kW) is rated at 5,000 rpm and has a full-throttle operating range of 4,700 – 5,300 rpm. The 30 hp (22.1 kW) is rated at 5,800 rpm with a full-throttle operating range of 5,500 – 6,100 rpm.

The 9.9 hp outboard engine is available in either a 15-inch (381 mm) or 20-inch (508 mm) shaft length. The engine is available in white on both shaft lengths as well as blue (in North America) on the 20-inch (508 mm) model for matching with Evinrude V-6 walleye and bass fishing packages.

There are two starting methods for the model, including manual auto rewind, and electric and manual auto rewind. The 9.9 hp (6 kw) is rated at 5,000 rpm, with a full-throttle operating range of 4,500 – 5,500 rpm. Steering options include either remote or a tiller with remote access.

All Johnson four-stroke models are backed by Bombardier's three-year non-declining limited warranty in North America and by two-year non-declining limited warranty for recreational use in the rest of the world.

Johnson Commercial Models in 15 – 115 hp range

New 15, 20, and 55 hp commercial models are available in 15-inch (381 mm) and 20-inch (508 mm) shaft lengths, and the 55 also is available in the 22.5-inch (571.5 mm) shaft lengths. All models have manual trim and tilt rope start, featuring industry leading corrosion protection DeepGuard™ package together with cleanable fuel filter and chrome water pump for extra durability and ease of maintenance.

The 115 hp model features FasTrak™ power trim and tilt, electric start, remote control and industry leading DeepGuard™ anticorrosion protection which, together with chrome water pump, low compression cylinder heads and cleanable fuel filter greatly extends engine life under the most demanding operating conditions.

For more information in North America, call 1-888-TUFF ENGINE or visit www.johnson.com

®,™ Trademarks of Bombardier Inc. or its subsidiaries.

For information: David Thompson
Director, Global Communications
Boats and Outboard Engines
(262) 884-5399
david.thompson@recreation.bombardier.com

For International information: Ada Nazzari
Communications, International Sales and Marketing
(450) 461-7737
ada.nazzari@recreation.bombardier.com

<http://www.recreation.bombardier.com>