



## INNOVATION IS OUR TRADITION

We started by taming our toughest opponent – snow. And creating a new sport: snowmobiling. Then, we went looking for other challenges. Innovation isn't just a passion; it's our tradition.

We still proudly bear the name of our founder, Joseph-Armand Bombardier, who made history in 1937 by introducing the snowmobile. Today, there are more than 6,000 of us in the Americas, Europe and Asia-Pacific who share this drive to innovate, which is so apparent in all our vehicles and products.

## Discover our history. Discover our tradition of innovation.

### The 1930s

**1937**

**Joseph-Armand Bombardier obtains his first patent for the development of a tracked vehicle for travelling over snow, later named the “B7 snowmobile.”**

### The 1940s

**1942**

Joseph-Armand Bombardier starts up l'Auto-Neige Bombardier Limitée in Valcourt, Quebec. The company builds tracked vehicles designed for travelling over snow.

**1947**

L'Auto-Neige Bombardier sets up a large, 1,000-unit mass production plant.

After the war, the B12 and C18 tracked vehicles ensure the health of the business.

### The 1950s

**1950**

Design and production of the SW snow groomer and Muskeg™ utility vehicles for the forestry, mining and utilities industries.

**1957**

J. Armand Bombardier intensifies his research on the small snowmobile he has been dreaming of since he was a boy.

**1959**

**The Ski-Doo® snowmobile is launched. J. Armand Bombardier is the first to mass-produce snowmobiles and creates a new sport.**



## The 1960s

### 1962- 63

The Ski-Doo® snowmobile undergoes modifications with a new fibreglass hood and replacement of the Kohler and JLO engines by the Austrian Rotax® engine.

### 1968

Production of the Terrain Master, a multi-purpose, multi-terrain tracked vehicle.

**Launch of the first Sea-Doo® personal watercraft.**

### 1969

Bombardier's stock is listed on the Montreal and Toronto Stock Exchanges, where two million shares are publicly offered.

## The 1970s

### 1970

Acquisition of the Austrian company Lohnerwerke GmbH and its subsidiary, Rotax-Werk (known today as BRP-Rotax), manufacturers of Rotax® engines.

Launch of the new Skidozer™ 250 vehicle for grooming ski slopes.

### 1971

Launch of the Elan™, Skandic, Valmont and Blizzard™ Ski-Doo® models.

**The Skidozer™ SV 200 trail grooming vehicle is marketed as part of “Operation SnoPlan”. This program was key to the development and maintenance of groomed trails as well as to the promotion of snowmobile safety.**

Acquisition of the snowmobile manufacturer Moto-Ski™.

### 1972

A new division is created for Can-Am™ motorcycles. The product line includes motocross, road and all-terrain high-performance models.

### 1973

On August 29, the one millionth Ski-Doo® snowmobile is manufactured.

### 1974

The technology, safety features, look and comfort of Ski-Doo® snowmobiles have improved. Bombardier works closely with snowmobiling clubs to build several trail networks.

Bombardier Inc. creates its American subsidiary, Bombardier Credit Inc. The inventory financing services then extend to other Bombardier-made recreational products.

The research centre in Valcourt, Québec, is developed and expanded.



## The 1980s

### 1981- 82

The BR-400™ alpine ski hill snow groomer is introduced to the North American market.

### 1984

**Bombardier is the official supplier of tracked vehicles for the Sarajevo Olympic Winter Games, which included alpine snow groomers, Nordic ski trail groomers and snowmobiles.**

### 1988

**Bombardier is the official supplier of grooming vehicles and snowmobiles for the Calgary Olympic Winter Games.**

**In the spring, the new generation of Sea-Doo® personal watercraft is launched creating a whole new industry.**

Bombardier establishes an equal partnership with a Finnish company and acquires snowmobile manufacturing facilities. Nordtrac Oy, Finland's sole snowmobile manufacturer, with management and operations concentrated in Rovaniemi, builds Lynx® snowmobiles designed especially for the European market. (Today, the company is fully owned by BRP and named BRP Finland Oy.)

### 1989

In February, Bombardier acquires the Pointe-Claire, Quebec, assets and operations of the tracked vehicle division of the American company Universal Go-Tract and those of Universal Go-Tract of Georgia Ltd in White, Georgia.

## The 1990s

### 1991

The Sea-Doo® XP™ high-performance watercraft is launched.

### 1993

**On September 14, the two millionth Ski-Doo® snowmobile is manufactured in Valcourt, Quebec.**

Bombardier creates a new segment in the snowmobiling market with the Summit™ model, especially designed for powder snow and mountain conditions.

### 1994

Launch of the first Sea-Doo® Jet Drive sport boat: the twin-engine, 4.4 m, four-passenger Speedster™ model.



## 1995

In February, the recreational product line is expanded with the acquisition of the Quebec company AMT Marine Inc., already a supplier and a partner in Sea-Doo® Jet Drive sport boat production.

**Market entry of the first watercraft equipped with a high-performance suspension, the Sea-Doo® HX™ model, winner of the Innovation Award in the boat category of the 1994 International Marine Trades Exhibit & Convention in Chicago, Illinois.**

The Industrial Equipment Division's activities are consolidated in Granby, Quebec, and a plant is acquired and renovated. This division manufactures snow groomers for alpine and nordic skiing as well as sidewalks, and heavy-duty tracked vehicles for difficult terrain to be used in the forestry, mining, telecommunications and utilities industries.

Launch of the Plus MP™ new-generation snow groomer, a microprocessor-controlled vehicle that uses innovative technology.

## 1996

In November, Bombardier launches its electric neighbourhood vehicle, the Bombardier NV™, principally designed for transportation in residential areas of the southern United States.

Bombardier introduces D.E.S.S.™ (Digital Encoded Security System) technology on some watercraft models.

## 1997

On February 28, a 1997 Sea-Doo® GTI™ watercraft makes history by becoming the 500,000th unit produced in Valcourt, Quebec.

**Bombardier introduces the innovative D-Sea-Bel™ technology, a sound reduction system that lessens noise by up to 50%.**

## 1998

The Ski-Doo® snowmobile celebrates its 40th anniversary.

In February, Bombardier Recreational Products enters the all-terrain vehicle (ATV) market by introducing a prototype of its innovative Bombardier ATV, the Traxter™ model.

In March, Bombardier celebrates the 30th anniversary of the production of Lynx® snowmobiles.

Bombardier Recreational Products wins two Industrial Design Excellence Awards ('98 IDEA Awards) sponsored by the Industrial Designers Society of America (IDSA) and BusinessWeek Magazine. The 1997 Sea-Doo® Challenger 1800 sport boat wins the gold IDEA, and the 1997 Sea-Doo® XP™ watercraft wins the silver.



## 1999

**In March, the Traxter™ ATV is named “ATV of the Year” by ATV Magazine.**

Launch of a second ATV model, the DS 650™ for experienced sports enthusiasts.

The four-passenger Sea-Doo® LRV™ watercraft is launched. It is the largest personal watercraft in the industry.

Bombardier enters into a technological association with Mercury Marine to equip 16-foot and longer Sea-Doo® sport boats with M2 Jet Drive high-performance engines.

The GTX™ DI and RX™ DI Sea-Doo® personal watercraft models are now equipped with new Orbital direct injection technology, which offers reduced emissions and substantially improved fuel performance. the D-Sea-Bel™ sound reduction system is now standard on all Sea-Doo® watercraft.

**Bombardier receives the “Design of The Decade” Award from the Industrial Designers Society of America (IDSA) and BusinessWeek Magazine for excellence, innovation and inspiration in the design of its Sea-Doo® watercraft. ++**



## The 2000s

### 2000

**The Sea-Doo® XP™ personal watercraft is named the "Watercraft of the Century" in the January issue of Watercraft World Magazine.**

In February, a distribution society is created in Japan to develop sales of Sea-Doo® watercraft and sport boats, Ski-Doo® snowmobiles and Bombardier ATVs.

The Sea-Doo® RX™ DI personal watercraft is named the "Watercraft of the Year" by Watercraft World Magazine. It is described as the benchmark for the new millennium.

The Ski-Doo® Summit™ 700 Highmark snowmobile is awarded the title of "Mountain Muscle Sled of the Year" by SnoWest Magazine.

### 2001

In March, Bombardier acquires the outboard engine assets of the bankrupt OMC Company.

In May, Bombardier unveils the new outboard engine manufacturing facilities located in Sturtevant, Wisconsin.

**On May 9th, the five millionth Rotax® engine leaves the assembly line in Günskirchen, Austria.**

In June, Bombardier Recreational Products wins two industrial design excellence awards at the 2002 IDEA awards event. The Sea-Doo® Islandia sport boat is awarded the gold while the DS650™ ATV wins the bronze.

In August, Bombardier Recreational Products introduces the Sea-Doo® GTX watercraft with the 4-TEC™ four-stroke engine, equipped with the O.P.A.S.™ (Off-Power Assisted Steering) System.

In November, the Bombardier Quest™ 650 and DS650 Baja ATVs are named "ATV of the Year" by Canada's 2002 ATV Guide.

### 2002

In February, Bombardier is the official supplier of Ski-Doo® snowmobiles, Bombardier snow groomers and Bombardier ATVs at the Salt Lake City Olympic Winter Games.

On February 15, Bombardier receives the prestigious Motor Boating Editor's Choice Award for the 2002 Sea-Doo® GTX<sup>T</sup> 4-TEC™ personal watercraft.

In March, Bombardier innovates once more by introducing semi-direct injection two-stroke engine technology. The Rotax® 800 2-TEC™ SDI engine for its Ski-Doo® snowmobiles offers as much as a 50% reduction in hydrocarbon emissions and up to 25% better fuel economy.

# HISTORY TIMELINE



On April 10, Bombardier wins the Innovation Award from the National Marine Manufacturers Association (NMMA) for its four-stroke-powered Sea-Doo® GTX 4-TEC™ watercraft.

On June 6, Bombardier Recreational Products opens an untapped market segment by introducing its Traxter™ MAX ATV, the first and only ATV with the manufacturer's approval to accommodate two riders.

In July, Alvaro de Marichalar of Spain sets a world record by crossing the Atlantic Ocean (a journey of more than 10,000 nautical miles) riding a Sea-Doo® XP™ watercraft.

In November, Bombardier Recreational Products introduces four new ATV models: the Outlander™ 330 H.O 4x4 and 2x4, the 2x4 Outlander 400 HO and the Outlander 400 HO XT.

**Bombardier Recreational Products also revolutionizes the snowmobile industry in November by introducing its Ski-Doo® REV models, snowmobiling's most radical evolution in 40 years.**

In the same month, the 2002 Sea-Doo® GTX 4-TEC watercraft wins the prestigious Watercraft of the Year award from Watercraft World Magazine.

The Ski-Doo® MX Z-REV™ snowmobile has tremendous screen presence in the James Bond movie *Die Another Day*.

## 2003

On January 23, Bombardier and Deere & Company announce a strategic alliance to develop new wheeled industrial vehicles and technologies.

In January, the Outlander™ is named ATV of the Year by both ATV Magazine and Canada's 2003 ATV Guide.

In February, Bombardier Recreational Products launches the Evinrude® E-TEC™ outboard engine, marking the beginning of a revolutionary new generation of cleaner, quieter and more powerful outboard engines.

In April, Bombardier Inc. announces the sale of the Bombardier Recreational Products group.

In May, Bombardier Recreational Products introduces the Outlander™ MAX and Quest™ MAX ATVs, two new additions to the first full line-up of two-seater ATVs on the market.

In June, the BRP-Rotax RM1 Kart wins the prestigious iF Design Award.

**On December 18, the acquisition process of the recreational products group of Bombardier Inc. is completed and Bombardier Recreational Products Inc. is officially launched.**

# HISTORY TIMELINE



## 2004

In April, Hero Motors, a subsidiary of Hero Group, and Austrian-based Bombardier-Rotax GmbH & Co. KG, a subsidiary of Bombardier Recreational Products Inc. (BRP) of Canada, announce a licensing agreement to provide Hero Motors with state-of-the-art, low-displacement BRP-Rotax engine technology for scooters.

In May, BRP adds three new horsepower options to the Evinrude® E TEC™ family of outboard engines for the 2005 model year: the 200, 225 and 250 hp, as well as the hugely popular 225 HO (high output) model, in both freshwater and saltwater configurations. Like their smaller 40–90 hp relatives, these exceptionally well-engineered engines offer outstanding durability and reliability in extreme environments, with the lowest emissions levels in the industry, a quiet signature sound and extremely little maintenance.

In mid-June, Bombardier Recreational Products Inc. launches its new brand and signature: BRP. The new BRP brand is a combination of astute leveraging of its rich heritage of entrepreneurial spirit and innovation with a renewed focus on the BRP experience, providing consumers worldwide with uniquely crafted products that anticipate their needs and inspire passion and enthusiasm.

In August, BRP announces the sale of its industrial division, headquartered in Granby, Quebec, to Camoplast Inc. BRP now concentrates its energies on the development and manufacturing of recreational products.

With the launch of the Sea-Doo® 3D™ in mid-August, BRP redesigns the personal watercraft. The Sea-Doo® 3D™ is the first and only multi-experience personal watercraft, offering three unique riding experiences through simple configuration changes. (BRP later adds two more experiences for a total of five.) BRP also introduces the 2005 Sea-Doo® RXT™, the first three-passenger watercraft with 215 hp.

BRP introduces the 2005 line of Sea-Doo® sport boats with additional power options, cleaner engine technology, quality refinements and one all-new model. BRP again demonstrates its industry-leading innovation with the boats' quiet, environmentally friendly 4-TEC™ four-stroke engines.

In September, BRP significantly refines its Ski-Doo® MX Zx™ 440 race sled for the 2004-05 racing season. The most significant improvements include the addition of the SC-4™ rear suspension and a host of refinements to the drivetrain.

In mid-September, BRP receives Watercraft World Magazine's Watercraft of the Year award for the 2004 Sea-Doo® RXP, marking the sixth time a Sea-Doo® has received this honour.



## 2005

In January, Antoine Morel of France places first in the ATV category at the 27th edition of the famed Dakar Rally, crossing the finish line on BRP's DS 650X™ ATV.

Later in March, BRP announces the \$10 million modernization of its plant in Valcourt, Quebec.

**On April 7, the Evinrude E-TEC becomes the first-ever outboard engine technology to receive the prestigious U.S. Environmental Protection Agency (EPA) Clean Air Excellence Award, which recognizes low emission levels.**

Later in April, BRP, which has been present in Europe for over 30 years with manufacturing facilities in Austria (BRP-Rotax) and in Finland (BRP Finland), becomes the direct link to its future dealer network in France.

With its launch of the 2006 ATV line-up, BRP dramatically shifts its focus to the ATV enthusiast market, offering a higher level of handling, power and performance than competitors.

BRP sets new industry standards by including clean technology across the entire Sea-Doo® line-up. Four-stroke Rotax® 4 TEC™ models, providing up to 30% more power, are now available in all four product segments.

Also in September, BRP launches its revolutionary APACHE™ ATV Track Kit, the first and only OEM ATV track kit that fits most major all-terrain vehicle (ATV) models.

BRP assembles an all-star ATV racing team to compete on the industry's hottest quad, the 2006 Bombardier\*ATV Outlander™ 800 HO EFI V-Twin. (In Europe, BRP teams have won the Dakar Rally, the Baja 1000 and the Baja 2000 races with a DS 650X™ sport quad.)

As of October 1, BRP begins selling directly to dealers in France with a new office in Aix-en-Provence.

BRP establishes its European headquarters in Lausanne, Switzerland.



## 2006

### January

Historic victory for Bombardier\*ATV at the Dakar Rally: On January 16, Juan Manuel Gonzales, Antoine Morel and Alan Morel take the top three podium positions in the ATV category after 16 very long, challenging days and more than 9,000 kilometres from Lisbon, Portugal, to Dakar, Senegal.

### May

#### **Bombardier ATV becomes Can-Am**

**Bombardier Recreational Products Inc. (BRP) launches its 2007 all-terrain vehicle (ATV) line-up and re-brands its ATV products to Can-Am™. The Can-Am name recaptures the spirit of BRP's unequalled performance, superb handling and advanced design that are unique in the industry. In June 2005, BRP unveiled its new ATV strategy, shifting its focus to ATV and powersports enthusiasts.**

"We believe the Can-Am brand better represents the positioning of our products in the marketplace and provides the perfect platform to reach out to and attract powersports enthusiasts," said José Boisjoli, president and chief executive officer, BRP.

Today, BRP achieves yet another milestone in its ATV strategy: the revival of the Can-Am brand, which further reinforces the company's commitment to ATV enthusiasts.

BRP's category-leading Ski-Doo® and Sea-Doo® products have demonstrated its passion for innovative and market-shaping products. That same spirit, which was also behind the original creation and triumph of Can-Am in the mid-70's, comes alive again through the 2007 Can-Am ATV line-up.

"Can-Am is part of our history, our heritage and our future," concluded Boisjoli. "For BRP, Ski-Doo and Lynx™ mean snowmobiles; Sea-Doo, watercraft and sport boats; Evinrude, outboard engines. Can-Am will, from now on, mean ATVs."

## 2007

#### **BRP goes on the road**

BRP introduces its first "on-road" vehicle, the Can-Am™ Spyder™ roadster. This three-wheel vehicle, with two wheels in the front and one in the rear, offers a balance and peace of mind with features like the Vehicle Stability System (VSS™), engineered in conjunction with Bosch™. The VSS includes anti-lock brakes, traction control and stability control systems. The Spyder roadster, with its unique Y-architecture, can be described as part motorcycle and part convertible sports car.



## **2008**

### **BRP kicks off Evinrude 100<sup>th</sup> anniversary celebrations**

For 100 years, the Evinrude name has been synonymous with boating innovation. From the earliest innovations to today's Evinrude E-TEC technology, Evinrude engines have been helping people spend more time enjoying their boating experience. This history of innovation continues today.

## **2009**

### **BRP kicks off Ski-Doo 50<sup>th</sup> anniversary celebrations**

More than 1,300 BRP dealers, distributors and employees from Canada, the United States and as far away as Russia, Iceland and Slovenia took part in the 50<sup>th</sup> anniversary celebrations of Ski-Doo snowmobiles at Club BRP in Tampa, Florida. From February 28 to March 5, they witnessed how Ski-Doo 2009 new models reinvent snowmobiling yet again.