



## **BRP EXPANDS EVINRUDE PROGRAM WITH THE BASS FEDERATION (TBF) ORGANIZATION**

***Sturtevant, Wis., May 5, 2010*** – BRP and Evinrude announce the renewed partnership with The Bass Federation (TBF), the oldest and largest organized grass roots angling organization in the United States. TBF members are eligible for product rebates as well as contingency tournament funds through the expanded program.

The 2010 program offers an expanded voucher program, incentivising potential engine purchasers to buy an Evinrude E-TEC outboard engine. The lucrative voucher program is available to current federation members in each state chapter and is in addition to any current Evinrude retail incentive programs. A cash contingency has also been added to state federation winners running Evinrude E-TEC product at each state championship event.

“The TBF is the perfect match for our grass roots marketing efforts,” stated Yves Leduc, vice president – general manager for BRP’s North America Division. “The 30,000-plus membership and their participation in more than 20,000 fishing, youth and conservations events each year is a direct line to our core consumer target. It’s a win-win relationship for Evinrude and TBF,” Leduc concluded.

The TBF voucher program will be available from April 1, 2010 through March 31, 2011. State federation members who purchase an Evinrude E-TEC outboard engine or a Ranger/Evinrude package during the promotional period will accrue \$1 per horsepower which will be added to each states voucher program total. State groups can redeem the voucher money for an assortment of Evinrude products. For official voucher rules, please visit [www.bassfederation.com](http://www.bassfederation.com).

Evinrude engines’ reputation for dependability, quality and reliability coupled with the fact that Evinrude E-TEC is the only outboard with no dealer scheduled maintenance for 3 years or 300 hours makes the decision to power with Evinrude E-TEC an easy one. Having the lowest operating costs of any outboard engine means that powering with an Evinrude E-TEC can save consumers up to \$1,600 per year in fuel and maintenance costs.

BRP's Evinrude E-TEC engine line-up now includes 98 engine models from 15- to 300-horsepower. All engines are available at Evinrude dealerships worldwide. Visit [www.evinrude.com](http://www.evinrude.com) for more information. Follow us on [www.facebook.com/BRPEvinrude](http://www.facebook.com/BRPEvinrude).

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 sport boats, Evinrude and Johnson outboard engines, direct injection technologies such as E-TEC, Can-Am all-terrain vehicles and roadsters, as well as Rotax engines and karts.

[www.brp.com](http://www.brp.com)

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