



Press release

Regionales Innovations Centrum (RIC): the key to developing more efficient powertrain technologies

Gunskirchen, Austria, May 12, 2010 – BRP-Powertrain, BRP's Austrian affiliate inaugurates the *Regionales Innovations Centrum* (RIC) in the presence of representatives from several different levels of the Austrian government. The RIC will design and develop efficient powertrain technologies to reduce the carbon footprint of BRP products while training its employees and students to stay ahead of technological trends.

"The RIC is BRP's response to Europe's 2020 strategy to help it come out of the crisis stronger with a smart, sustainable and inclusive economy," said Gerd Ohrnberger, vice-president and general manager, BRP-Powertrain division. "It is a platform for the exchange of creative thinking between universities and the industry to increase knowledge and foster innovation. Altogether, the RIC will drive the development of the region and support the Upper Austrian business community," added Ohrnberger.

Since June of 2008, BRP has invested in two R & D centres in Canada: the CTA, an advanced technology centre in partnership with the University of Sherbrooke, and the CDI, a design and innovation centre. To compliment these two facilities, BRP now introduces the RIC which together will cultivate a constant stream of more innovative, efficient and sustainable technologies.

The *Regionales Innovation Centrum* has a two-fold mandate:

1. To focus on designing and developing efficient powertrain technologies to reduce the carbon footprint of BRP products; and;
2. To provide students and apprentices, through a partnership with the University of Graz and the University of Applied Sciences in Wels, Upper Austria, with top-of-line training from experienced people driven by product innovation.

"This merging of the distinctive strengths of European and North American talent has been one of BRP's greatest assets for over 40 years. In the years ahead, we will capitalize on this even more in order to fully participate in a new world economy; one based on creativity and innovation," said José Boisjoli, president and chief executive officer of BRP. "The RIC will help us emerge with state-of-the-art products with the capacity to change the powersports industry and meet our new and existing customers' needs," he concluded.

Over the past three years, BRP has invested almost €30 million (more than \$CA 40 million) in new research and development infrastructures. The RIC represents a joint financial input of €8.5 million (\$CA 12 million). BRP covered 75% of the costs; 24.5% came from the municipality of Gunskirchen, supported by the Upper Austrian Government, the city of Wels and the municipalities of the Wels-Land district; as well as a contribution from the Oberbank Wels.

About BRP-Powertrain

An affiliate of Bombardier Recreational Products Inc. ("BRP"), BRP-Powertrain is a leader in the development and production of innovative 2- and 4-stroke high performance Rotax engines for Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and sport boats, Can-Am quads and roadsters, as well as for motorcycles, karts, ultra light and light aircraft. Over the past 50 years, the company has developed more than 350 engine models for recreational products and has produced more than six million engines.

About BRP

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. BRP products are distributed in more than 90 countries.

[BRP-RIC](http://www.r-i-c.at)
www.r-i-c.at

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