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## **BRP RECREATIONAL PRODUCTS UK AND JBT MARINE ENTER STRATEGIC PARTNERSHIP**

RIBEX 2007, Cowes Yacht Haven, Isle of Wight,  
11<sup>th</sup> – 13<sup>th</sup> May 2007

BRP Recreational Products UK Ltd, the new regional office for BRP in the UK, has entered a strategic partnership with JBT Marine Ltd, distributor of Ballistic RIBs for the UK and Europe. All new Ballistic RIBs purchased in the UK and Europe throughout 2007 will be pre-rigged with Evinrude® E-TEC™ outboard engines.

“We believe the Evinrude E-TEC is the best engine for our boats and our customers. The E-TEC technology is one of the most environmentally advanced on the market and the engines are also offered with a great warranty that includes the first dealer scheduled service after 300 hours or 3 years,” says Jonny Boys, Managing Director, JBT Marine Ltd. “We look forward to working closely with BRP and expanding the presence of Ballistic RIBs internationally as well as introducing new dealers to our network.”

The Evinrude E-TEC is one of the cleanest engines available today. It meets and exceeds the European Union emissions standards, and was the first outboard engine to receive the prestigious Clean Air Excellence Award from the U.S. Environmental Protection Agency (EPA), in 2005. The range was also the first full line of outboard engines to receive the Air Resources Board’s (CARB) 3-star designation for Ultra Low Emissions.

The direct injection of the Evinrude E-TEC engine provides up to twice the fuel efficiency of competitive technologies. Its Engine Management Module (EMM) coupled with the fully stratified combustion system ensures that the engine burns less fuel under any load or condition.

Ski-Doo  
Lynx  
Sea-Doo  
Evinrude  
Johnson  
Rotax  
Can-Am

See several Ballistic RIBs equipped with Evinrude E-TEC outboard engines, ranging from 5.5m to 7.8m, on display on the pontoons at RIBEX 2007. Alternatively, JBT Marine Ltd is running test days in Gunwharf Quays on the first Saturday of each month. For more information and to register, please email [info@ribsforsale.com](mailto:info@ribsforsale.com)

ENDS

Date: May 2007

### Notes for Editors:

Bombardier Recreational Products (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 sport boats, Evinrude® and Johnson® outboard engines, direct injection technologies such as Evinrude E-TEC™, Can-Am™ all-terrain vehicles and roadsters, Rotax® engines and karts.

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‡ All other trademarks are the property of their respective owners.

\*\* Can-Am – is the NEW name for Bombardier™ ATVs

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