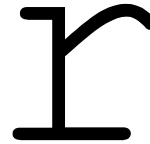


BACKGROUND



EVINRUDE E-TEC ENGINE LINE-UP

October 4, 2003 – Bombardier Recreational Products expands its 2004 Evinrude® outboard engine line-up with the all new Evinrude E-TEC™ technology in 40, 50, 60, 75 and 90 horsepower (hp) models.

A New Era in Outboard Engines Begins

Four innovative and distinct features of the Evinrude E-TEC engine technology sets its performance apart from current industry offerings to truly make it unique:

- Easy-to-own and operate
- Cleaner and quieter
- Durability, quality and reliability
- Styling

Unveiled at the Miami International Boat Show in February 2003, the new line of Evinrude E-TEC engines for 2004 includes the 40, 50, 60, 75 and 90 hp models, filling the need for recreational boating mid-range power.

Evinrude E-TEC applies to mid-horsepower range outboards with excellent power and torque, remaining environmentally responsible and providing a unique and pleasant Evinrude signature sound.

Redefining “Low Maintenance”

The durability, quality and reliability of Bombardier-built E-TEC engines are demonstrated with no scheduled dealer maintenance for three-years or 300 hours of normal recreational use. The onboard engine management module (EMM) means no dealer-performed off-season storage preparation or spring tune-up required. The EMM monitors the engine performance and user-friendly digital diagnostic panel with warning lights notifies the owner of the main engine systems status.

Evinrude E-TEC also eliminates the need for a break-in period. Boaters can merely turn the key and go. E-TEC engines feature a QuickStart™ system designed to fire within one revolution, ensuring a quick start in both electric start as well as in manual rope start configurations. Furthermore, even electric start Evinrude E-TEC engines feature emergency rope start capability designed to always allow a safe return home – even if the battery fails. The fully-stratified start up is controlled by the engine management module (EMM) onboard computer that eliminates the wetdown period which, together with Speed Adjusting Failsafe Electronics (S.A.F.E.) engine management and control systems, results in an easy to own and operate outboard engine.

The E-TEC low friction design provides boaters with enormous benefits: these engines employ no belts, powerhead gears, cams or mechanized oil pumps. Also, the oil does not need to be changed, providing added savings on expensive oil changes and filters. Oil changes on other technologies can cost several hundred dollars each year.

Living Up to the “Environmentally-Responsible” Pledge

The complete line of Evinrude E-TEC engines is designed to be California Air Resources Board (CARB) 3-star and European Recreational Craft Directive (European Union) compliant.

The stratified fuel combustion is key in this advanced technology. Fuel reaches the exhaust port only after it has closed. This means the fuel charge does not escape the combustion – especially at idle – as it is burned and turned into power. The stratified combustion also offers better fuel efficiency because of the revolutionary E-TEC injector, designed to inject precisely metered fuel charge into each cylinder twice as fast as any other conventional direct injection technology.

Ultra low emissions are also a result of industry first high swirl direct injection pattern created by the patented E-TEC injector nozzle, allowing more precise control of the fuel injection process than other direct injection technologies available on the market. The E-TEC system senses when to change the number of droplets into the chamber, depending on the engine needs, which is extremely fuel efficient.

The electronic “governing” of the idle speed ensures a smooth running ride. The electronic compensation system regulates a precise fuel flow control in relation to the actual engine block temperature, barometric pressure and injector flow variation.

Assumptions about what an outboard engine can accomplish and what today’s more environmentally conscious world expects from an outboard will begin to change forever. E-TEC is a quieter, cleaner and extremely low maintenance engine that satisfies the requirements of all major environmental regulations worldwide.

Designed to meet CARB 3-star emission and European Union standards for 2006, E-TEC optimizes oil and gas consumption. The stratified combustion chamber process creates 80 percent less carbon monoxide than a typical 4-stroke creates at idle engine speeds.

The sealed fuel system minimizes evaporative emissions, even during prolonged off-season storage. The engines feature the E-TEC auto lube oiling system that eliminates the mixing of oil and fuel. E-TEC engines also have a lower oil flow due to targeted oil delivery system and pass-through connecting rod lubrication.

With the on board monitoring system ensuring the exact precision use rate of E-TEC oil, E-TEC engines use approximately 50 percent less oil than traditional direct injection systems and 75 percent less than traditional 2-strokes, when the engine management module has been programmed to use Evinrude XD 100 oil.

The Acoustic Story

To live up to its claim to be the next generation of engine, Evinrude E-TEC owners will immediately notice the whisper-quiet operation when in operation. The unique application of a molded foam inner liner optimizes depth and coverage of the acoustic treatment in both the upper and lower motor covers. E-TEC includes an air silencer designed to reduce air-borne sound. It also improves sound quality through the inclusion of a Helmholtz resonator, which is located in the side branch intake and helps reduce unpleasant sound frequencies from the engine.

Bombardier incorporated an improved piston design that decreases the “piston slap” sound. When some competitors’ pistons slide up and down in the cylinder, they can make a slapping sound. Bombardier has enhanced the piston guidance in the cylinder to significantly reduce that sound.

Another sound contributor in previous generation outboard engines is in the throttle plate. E-TEC features an idle air bypass (intake side), which eliminates the need for relief holes in the throttle plate and also delays the throttle plate opening that results in a quieter idle and trolling speed. E-TEC also features enhanced idle relief (exhaust side) geometry for a pleasant idle sound.

Durability, Quality and Reliability

Evinrude E-TEC engines feature a QuickStart™ system designed to fire within one revolution, ensuring a quick start. The fully-stratified start up is controlled by the EMM onboard computer that optimizes best performance running characteristics of the engine for best performance.

E-TEC engine systems are designed for best performance with industry leading durability, quality and reliability. The beltless 75-amp / 1,100 watt computer-controlled power generating system with dedicated 25-amp battery charging capacity means that there are no moving parts to adjust and plenty of power available for all boat and engine systems. The pressure and temperature-controlled high flow-through cooling system and extra capacity water pump ensure the optimum engine operation temperature. The sealed fuel system is designed to minimize evaporative emissions and fuel quality degradation even during long-term storage, as well as heavy-duty usage.

These smaller, lightweight engines – in the case of the 90-hp E-TEC, as much as 100 lbs. (45 kg) lighter than traditional 4-strokes – feature oversized “big motor” components used on the biggest V4 and V6 motors assuring extra durability and reliability built into each E-TEC engine. These parts include connecting rods, rings, pistons, bearing mounts, cylinders, heads, gear case, injectors, reeds, intake systems, fasteners and the cooling system. The pistons, made from a special NASA developed alloy, are nearly two and a half times stronger than traditional pistons at operating temperature.

The E-TEC full corrosion package features industry exclusive DeepGuard™ corrosion protection package. This includes strategically positioned anti-corrosion anodes, a multi-step anti-corrosion treatment with electro deposition paint, and epoxy high temperature paint on the exhaust components.

Breakthrough Styling That Works

Designed from the ground up at Bombardier, Evinrude E-TEC outboard engines incorporate new design features and sleek styling. The bold, new and unique face of the cover has a swept-back profile with a red three-dimensional beltline and a self-aligning hood for easy removal and replacement. No more wrestling matches. The double wall upper cowling also helps suppress engine sound better than before.

The E-TEC engines really showcase the design capabilities of Bombardier engineers and designers. This striking new design will apply across the entire E-TEC horsepower range, giving boaters a really good-looking engine for all applications. And besides looking good, it makes it easier for boaters to access the engine.

E-TEC features a compact and lightweight design. Using state-of-the-art 3-D computer models, Bombardier specified “big motor” components to ensure best-in-class durability, quality and reliability in every engine.

Evinrude E-TEC Specs

Evinrude E-TEC	40-hp	50-hp	60-hp	75-hp	90-hp
Shaft length in (mm)/color	20" (508)/blue	20" (508)/blue	20" (508)/blue	20" (508)/blue	a) 20" (508)/blue b) 20" (508) white a) 25" (635)/ white
Weight lbs (kg)	235 (107)	235 (107)	235 (107)	305 (138)	a &b) 305(138) c) 311 (141)
Engine type	In-line 2-cyl E-TEC Direct Injection	In-line 2-cyl E-TEC Direct Injection	In-line 2-cyl E-TEC Direct Injection	In-line 3-cyl E-TEC Direct Injection	In-line 3-cyl E-TEC Direct Injection
Bore x stroke in (mm) displacement cu in (cc)	3.6 x 2.588 (91 x 66) 52.7 (863)	3.6 x 2.588 (91 x 66) 52.7 (863)	3.6 x 2.588 (91 x 66) 52.7 (863)	3.6 x 2.588 (91 x 66) 79 (1295)	3.6 x 2.588 (91 x 66) 79 (1295)
Starting	Electric or rope	Electric	Electric	Electric	Electric
Trim Method	FasTrak™ Power Trim and Tilt	FasTrak Power Trim and Tilt	FasTrak Power Trim and Tilt	FasTrak Power Trim and Tilt	FasTrak Power Trim and Tilt
Propshaft HP (kW)	40-hp (30) @ 5,500 rpm	50-hp (37) @ 5,500 rpm	60-hp (45) @ 5,500 rpm	75-hp (56) @ 5,000 rpm	90-hp (67) @ 5,000 rpm
Full Throttle Operating range	4,500-5,500 rpm	5,500-6,000 rpm	5,500-6,000 rpm	4,500-5,500 rpm	4,500-5,500 rpm
Gear Ratio	2.67:1	2.67:1	2.67:1	2:1	2:1

For more information, call 1-866-EVINRUDE in North America or visit www.evinrude.com.

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

A photo of the Bombardier Evinrude E-TEC Engine is available at: www.evinrude.com

For information: David Thompson
Director, Communications & Public Relations
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>