

## BRP'S SKI-DOO SNOWMOBILES CHOSEN BY RIDE RASMUSSEN STYLE SNOWMOBILE CLINICS

**Valcourt, QC, August 9, 2012** – BRP is joining forces with Bret Rasmussen and his Ride Rasmussen Style snowmobile riding clinics to use Ski-Doo snowmobiles for all of its activities. Rasmussen is widely recognized as one of the leaders in mountain riding, instructional videos and providing world-renowned clinics for improving a rider's skills.



riders are using today. Currently Rasmussen concentrates on his clinics, videos and seminars spread across North America.

In the realm of mountain snowmobiling Rasmussen has done it all, from hill-climb racing, managing a race team, forming a race circuit, owning dealerships, to consulting on design and producing instructional videos, his credentials speak for themselves. As a pioneer in the new trend of back country riding, where the challenge has evolved from a conquering the slope mentality, to add elements of challenging your skills on tight and difficult terrain style, he has led the way with techniques like the "wrong foot forward" method many

"We're absolutely thrilled to bring Bret on board with the Ski-Doo team" said Robert Lumley, vice president of Sales and Marketing Ski-Doo and Sea-Doo Division. "His credibility with the mountain community is undisputed, and the confidence he's demonstrating in our new REV-XM platform positions Ski-Doo as the snowmobile of choice for Western riders."

"Having ridden the 2013 Ski-Doo Summit, I know that they have created a product that has set new benchmarks and will appeal to consumers in the mountain market and meet the needs of the western rider" said Bret Rasmussen. "To be able to work with a great company as BRP is a great occasion, I am looking forward to a relationship that will create opportunities to improve the consumer experience on Ski-Doo snowmobiles. Those who I've met at BRP have a vision for the mountain market and are passionate towards this effort. I will reinforce their desire to meet this demand."

Rasmussen will attend the annual snowmobile season kick-off known as Hay Days on September 8<sup>th</sup> and 9<sup>th</sup> in North Branch, Minnesota to visit with riders looking to learn more about the Ride Rasmussen Style clinics. More information and links to the Ride Rasmussen Style clinics website will be available soon on the Ski-Doo website and Elevation blog.

For more information on Ski-Doo snowmobiles visit [www.ski-doo.com](http://www.ski-doo.com)

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 boats, Evinrude and Johnson outboard engines, Can-Am all-terrain and side-by-side vehicles and roadsters, as well as Rotax engines. BRP products are distributed in more than 100 countries.

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

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