

**NEWS RELEASE**

*ATTENTION ASSIGNMENT EDITORS  
AND TOURISM, CULTURE AND SPORTS COLUMNISTS*

**100th anniversary of Joseph-Armand Bombardier:  
Valcourt museum opens new permanent exhibit**

**Valcourt, February 7, 2007** – To mark the 100th anniversary of the birth of Joseph-Armand Bombardier, the J. Armand Bombardier Foundation (the Foundation) today opened a new permanent exhibit at the J. Armand Bombardier Museum ([museebombardier.com](http://museebombardier.com)) in Valcourt.

The exhibit, entitled “Joseph-Armand Bombardier, a passion for invention and entrepreneurship,” is a new presentation of the great inventor’s life and achievements. Among those attending the official opening ceremony were Yvon Vallières, minister of Agriculture, Fisheries and Food, minister responsible for the Centre-du-Québec and member for Richmond, Lawrence Cannon, federal minister of Transport, Infrastructure and Communities, Laurian Gagné, mayor of Valcourt and Laurent Beaudoin, chairman of the board and chief executive officer, Bombardier Inc., together with members and friends of the Bombardier family and the Foundation. In a special tribute to the inventor, 40 collectors from across Québec brought their own vintage vehicles (chiefly snowmobiles, and all now collector’s items) to be present for today’s ceremony.

“The new exhibit lets you explore my father’s inventions and puts his working years in their historical context,” said Janine Bombardier, the inventor’s daughter and president of the Foundation, in her speech at the opening of the exhibit. “It takes us from his first experiments in the 1920s, perfecting vehicles that could travel over snow, then to the crucial invention of the Bombardier track and sprocket – the revolutionary design whose toothed wheel has become the symbol of all the companies that his dreams gave birth to – and finally to the development of the Ski-Doo® snowmobile, in the early 1960s.”

To illustrate the scope of Joseph-Armand Bombardier’s research, particularly the evolution of his technological innovations and designs, 14 vehicles – each a major representative example of industrial design in its era – have been selected for display. All vehicles have been fully restored.

“We’ve installed the vehicles at the centre of a historical mural display featuring 100 photographs and documents,” Janine Bombardier added. “This will let visitors follow the development of my father’s business and also learn something about his personal life and involvement in his own community.”

To put Joseph-Armand Bombardier’s story in a broader context, the exhibition includes a chronology of historic events that affected the country and the rest of the world, some of which had major impact on the inventor’s activities.

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### **Open house at Bombardier Museum for the first 100 hours**

To mark the opening of "Joseph-Armand Bombardier: Inventor and Entrepreneur," the museum is inviting visitors to take advantage of an open-house period with free admission from February 8 to 23. The J. Armand Bombardier Museum is open daily (except Mondays) from 10:00 AM to 5:00 PM during winter months.

### **Yvonne L. Bombardier Cultural Centre marks the inventor's centenary**

Across the street from the museum, the Yvonne L. Bombardier Cultural Centre is inviting visitors to see "*Tintin au pays de la motoneige*" (Tintin in the land of the snowmobile), an original exhibit mounted by the Réseau Biblio de l'Estrie, on display until April 1, 2007. From April 15 to September 16, 2007, the Cultural Centre will present "Frederick Simpson Coburn/Joseph-Armand Bombardier, Art and Technology in Val-Saint-François," a remarkable exhibit of the works by the artist Frederick Simpson Coburn (1871-1960).

### **About the J. Armand Bombardier Foundation**

The J. Armand Bombardier Foundation was created in 1965 to carry on the humanitarian mission of Joseph-Armand Bombardier and to contribute to the social mission of the company he founded in 1942, Bombardier Inc. The Foundation is involved in the fields of education, health, philanthropy and charity, and humanitarian causes, as well as arts and culture. It also supports two cultural institutions in Valcourt: the J. Armand Bombardier Museum and the Yvonne L. Bombardier Cultural Centre.

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