

## **NEWS RELEASE**

TO: ALL NEWS EDITORS,  
TOURISM, CULTURAL AND SPORTS COLUMNISTS

### **J. ARMAND BOMBARDIER MUSEUM: 50 YEARS OF SKI-DOO, HALF A CENTURY'S CONQUEST OF WINTER**

#### **Over 300 guests attend temporary exhibit opening in Valcourt**

**Valcourt, February 20, 2009** – In honour of the 50<sup>th</sup> anniversary of the Ski-Doo® snowmobile, the J. Armand Bombardier Museum in Valcourt opened today a temporary exhibit entitled *50 Years of Ski-Doo*.

The honorary chair of the opening ceremony was Janine Bombardier, the famous inventor's eldest daughter, who is also chairperson of the J. Armand Bombardier Foundation. Joining her for the occasion were Laurent Beaudoin, Bombardier Inc. and BRP Chairman, José Boisjoli, President and Chief Executive Officer of BRP, and also collectors of antique snowmobiles, former employees of L'Auto-Neige Bombardier Limitée and members and friends of the family and Foundation.

*"It was perfectly natural for the Museum, a lasting memorial of my father, Joseph-Armand Bombardier, inventor of the snowmobile, to honour the Ski-Doo's 50<sup>th</sup> birthday with an exhibit,"* Janine Bombardier said in her remarks at the official opening ceremony. *"We would like to thank BRP for its cooperation on this adventure."*

#### **A five-part exhibit**

*50 Years of Ski-Doo*, which is now open until February 14, 2010, compares two models of the Ski-Doo snowmobile to help visitors travel across half a century of industrialization, performance, research, design and marketing. The exhibit also gives snowmobile lovers a chance to learn some amazing things through an interesting set of facts (in "Did you know...?" format) on display in the central area.

*"BRP is proud to contribute to this unique presentation of the Ski-Doo's history,"* said José Boisjoli. *"For 50 years, we've upgraded the snowmobile many times, and on its 50<sup>th</sup> anniversary, BRP is proving it once again by introducing two newer, cleaner engine technologies and by offering the revolutionary REV-X platform on several snowmobile models."*

For more information on exhibit *50 Years of Ski-Doo*, please visit [www.bombardiermuseum.com](http://www.bombardiermuseum.com), or the "[J. Armand Bombardier Museum](#)" Facebook group.

#### **Schedule and admission**

During the winter, the J. Armand Bombardier Museum is open every day (except Monday) from 10:00 AM to 5:00 PM. Admission is \$7 for adults, \$5 for students and seniors and \$15 for families. Admission is FREE for children 5 and under.

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



J. ARMAND BOMBARDIER  
MUSEUM

Located in Valcourt, in the Eastern Townships region in Quebec, the J. Armand Bombardier Museum ([bombardiermuseum.com](http://bombardiermuseum.com)) presents the life and work of the renowned inventor and entrepreneur Joseph-Armand Bombardier. This privately funded museum also describes the evolution of the snowmobile industry, which was in a large part launched by this Quebec visionary.

**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 Bombardier Inc., the company he founded in 1942. The Foundation is involved in the fields of education, health, philanthropy and charity, 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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