

# EVINRUDE RECEIVES J.D. POWER AWARD

**Evinrude® ranked "Highest in Customer Satisfaction With Two-Stroke Engines" by J.D. Power and Associates!**



David Power presents the 2003 "Highest in Customer Satisfaction for Two-Stroke Outboards" to Roch Lambert.

On October 30, 2003, at the Fort Lauderdale International Boat Show, it was announced that Bombardier's Evinrude outboard engines ranked "Highest in Customer Satisfaction with Two-Stroke Engines" in the J.D. Power and Associates 2003 Marine Engine Competitive Information Study™.

"Receiving this award is a real triumph. It's a testament to the steps we took to perfect direct injection technology with Bombardier management discipline and innovation," said Roch Lambert, vice president and general manager of the Boats and Outboard Engines Division. "And it's important to point out that the engines in this study represent the first year of Evinrude production under Bombardier's leadership."

"This means that consumers have experienced the durability, quality and reliability of Evinrude outboard engines, and they clearly appreciate the impact we've made in the outboard engine market since Bombardier purchased the Evinrude and Johnson brands," he added.

Evinrude outboards achieved the highest index score among two-stroke outboard engines, including carbureted and direct injection (DI) outboards.

Evinrude DI engines received high marks for:

- Ease of starting
- Quietness of the engine at cruising speed
- Ability of boat to accelerate rapidly
- Cruising speed of boat
- Standard warranty coverage of the engine

Evinrude also performed especially well in:

- Engine emissions
- Cruise time/range between fuel stops

Winning this award should be helpful to dealers as well. Be sure to talk up this award with your customers. The results of this study should give the support you need to convince consumers who may be on the fence about whether to purchase a Bombardier-built engine.

Remember when consumers said they would wait to see if Bombardier would improve on OMC quality? Well, here's the proof they've been waiting for.

*The J.D. Power and Associates 2003 Marine Engine Competitive Information Study™ is based on responses from a total of 10,734 owners of 2002 and early 2003 model-year boats.*

