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Beginning With '83 Line

Rotax-Powered Can-Am Motorcycles
To Be Produced For Bombardier
In Armstrong's British Facilities

Bombardier Inc., which has produced its Can-Am motorcycles at Valcourt, Quebec, since their introduction in 1972, announced today that beginning with 1983 models the Rotax-powered Can-Am cycles will be manufactured for the company in Great Britain by Armstrong Competition Motorcycles, a division of Armstrong Equipment Ltd.

Paul Lamontagne, president of the Recreational Products Division of Bombardier Inc., said the company has signed an agreement with ACM/Armstrong to produce a full line of Can-Am motorcycles to exacting specifications for distribution in North America.

The first machines made under the new contract will be six new 1983 Can-Am motorcycles recently announced for introduction to United States and Canadian dealers this fall, including four MX models, a Trials cycle, and a 250 Road Racer.

Armstrong, a \$250 million annual sales supplier of the automotive industry, recently has diversified into electronic chips and motorcycles. In the past two years, the company has taken over a group of small British motorcycle manufacturers, including CCM and Cotton, to form Armstrong Competition Motorcycles and forge a resurgence of the British cycle industry.

In addition to its Can-Am motorcycles, Bombardier is the world's largest snowmobile manufacturer and a growing factor in the world mass transit industry. Its sales are approaching the half-billion-dollar mark.

"Trying to keep pace with swift-moving off-road motorcycle technology in a countryside that is snow-covered about half the year has become increasingly difficult for Bombardier," said Lamontagne. "In addition, the size and efficiency of our Valcourt recreational products plant, designed especially for making our Ski-Doo and Moto-Ski snowmobiles, requires long production runs in short time frames. Both situations created problems for our Can-Am operations and dictated the feasibility of the agreement made with Armstrong."

The new 1983 Can-Am motorcycles will continue to feature the highly-successful Rotax engines designed and made at Bombardier's Gunskirchen (Austria) facilities. In overall concept, the cycles represent a joint design effort between Armstrong and Bombardier. Armstrong is in the forefront of motorcycle suspension and other design technologies for both on- and off-road use.

All four new Can-Am motocross machines will have rising-rate, single-shock Ohlins rear suspension. The top of the line will be the 4-stroke Sonic with more horsepower and a dry weight of 260 pounds. The new 125 and 250 MXers have gone to liquid cooling. The Open Class 486cc 2-stroke features such major changes as a bigger bore, longer stroke and new cases. All four MX models will utilize 40mm Marzocchi forks on the front with aluminum sliders. The new Can-Am bikes will carry a orange and white color scheme.

The blend of Bombardier and Armstrong motorcycle expertise already has been evident in Europe. Armstrong machines using Rotax engines have

figured highly in MX results across the continent. They also have taken top placings in World Championship Trials events and in road racing they have won the British Short Circuit Championship and the prestigious Isle of Man T.T..

Since being unveiled by Bombardier a decade ago, Can-Am motorcycles have come to be recognized for their outstanding engine and design features. The cycles gained worldwide prominence in MX during an outstanding run of Stadium Motocross victories by factory racer Jimmy Ellis. Jeff Smith, Can-Am product manager for Bombardier, gained four of his eight ISDT Gold Medals on Can-Ams.

"We're confident the new arrangement for production of our Can-Am motorcycles will provide a top product for consumers and dealers in North America," said Smith. "First dealer showings of the six new 1983 models in the U.S. and Canada will be in October and November."

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