



MY15
lineup update

SEA-DOO®



Table of contents

- **Introduction**
 - Sea-Doo re-sparks the industry
 - Sea-Doo is an innovation leader
 - Sea-Doo has a watercraft for every type of rider
- **Sea-Doo MY15 line-up update**
 - Vehicle
 - PAC
- **Sea-Doo never stops improving**
 - Maintenance schedule
- **Conclusion**

The Spark is a sales and media success and it has also won a host of awards in its first year



2014 NMMA INNOVATION AWARD

2014 BEST NEW PRODUCT



2014 RED DOT DESIGN AWARD

2014 SILVER EDISON AWARD FOR INNOVATION AND ENGINEERING



2014 GOOD DESIGN AWARD

The Sea-Doo Spark is the best selling model in North America

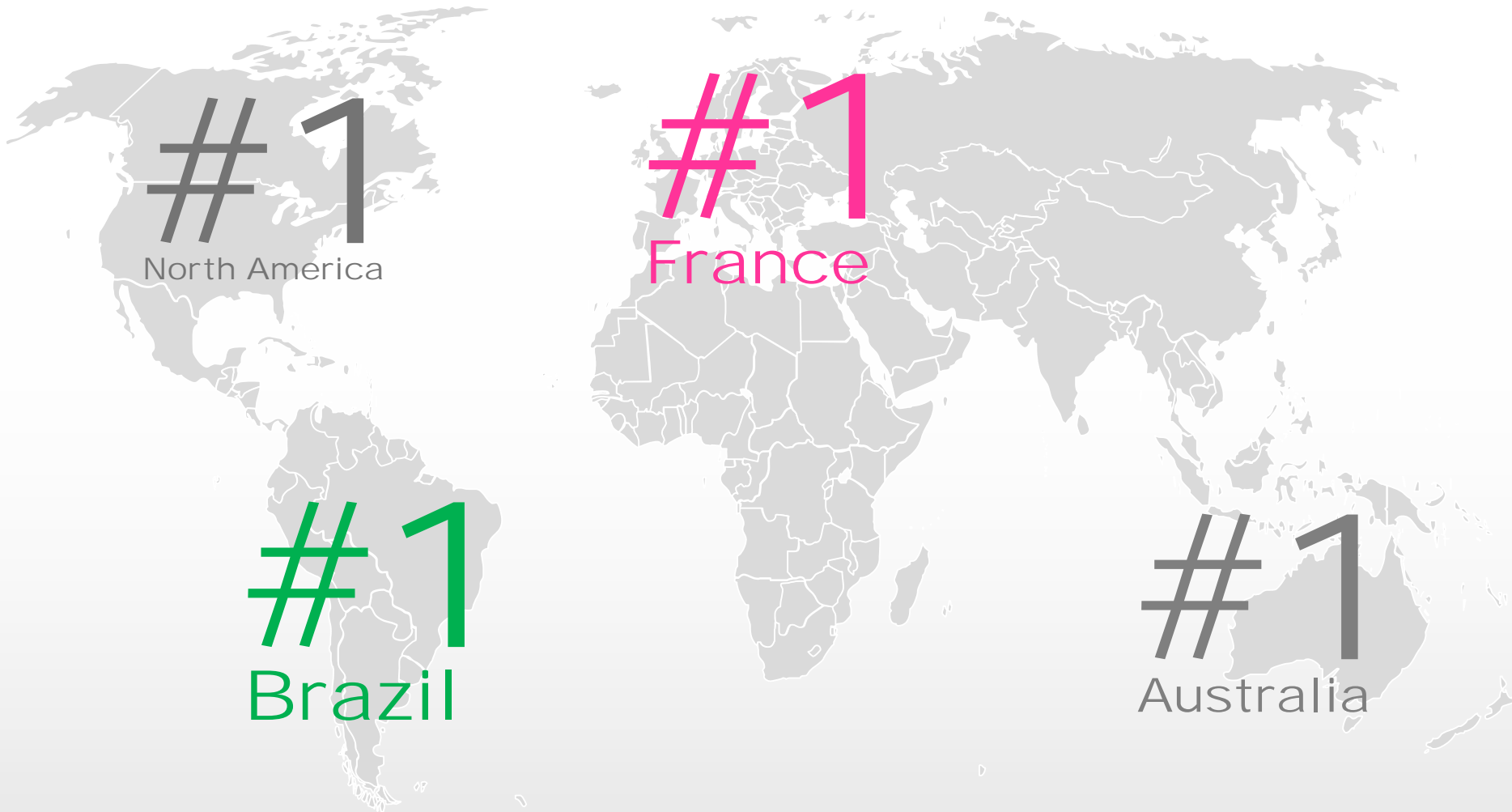
spark

#1

North America



Spark sales helped Sea-Doo consolidate its market leadership in ALL major PWC markets worldwide



YTD numbers: Data as of August for U.S.A. and France. Complete 2014 season for Brazil and Australia. Sources: Brazil: Market Intelligence. Australia: PWC Retail Database. France: BRP France. NA: BRP Cube



The Sea-Doo Spark is a success because it answers key consumer needs



Fun

- 45% lighter than closest competitor
- 50% better power-to-weight ratio
- 5 colors and dozens of different graphic kits



Accessible

- Close to 35% more affordable
- Lowest fuel consumption in the industry
- Towable by popular cars



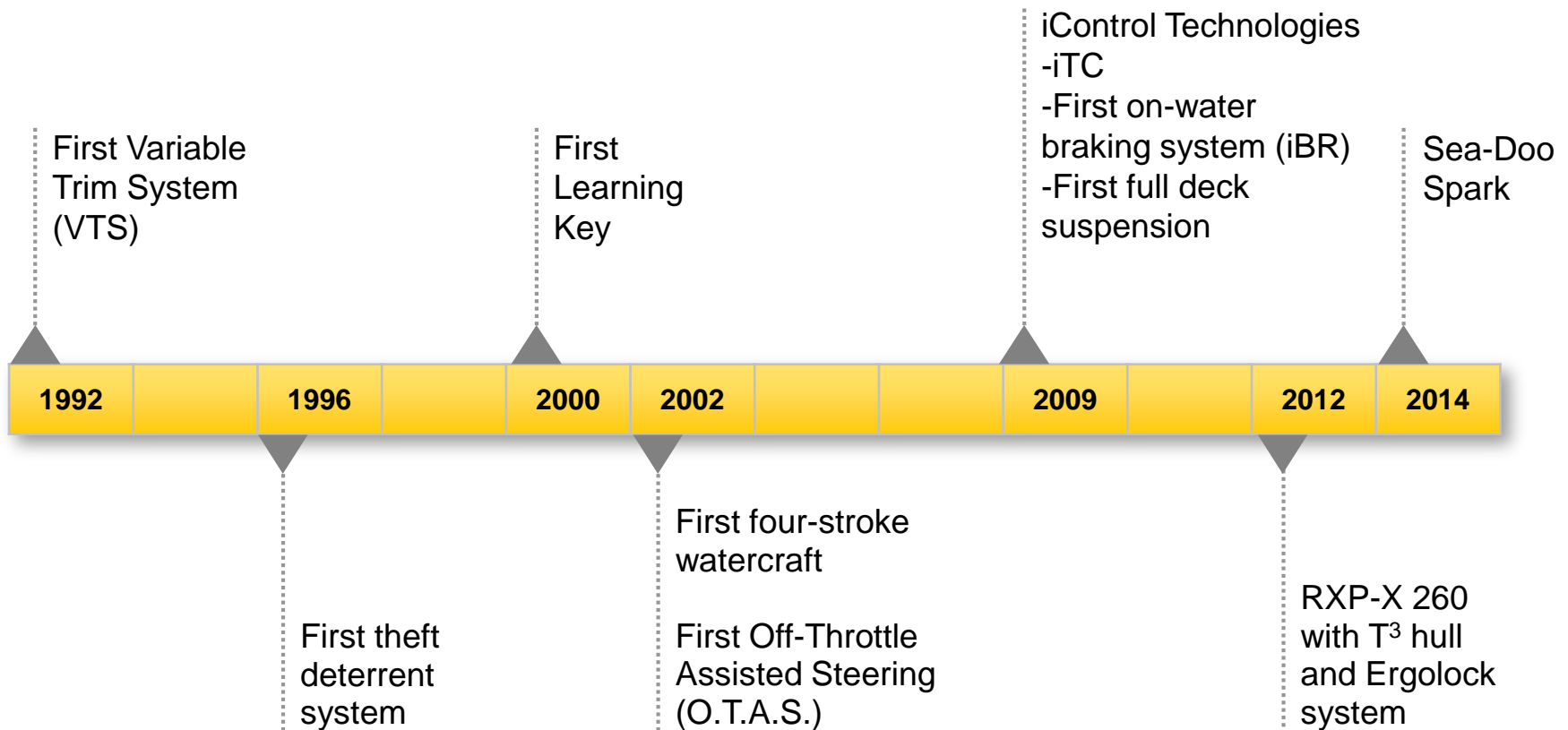
Part of a leading brand

- Innovative technologies: iBR, Exoskel, Polytec
- Market leader worldwide

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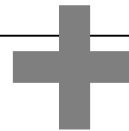
Sea-Doo is leader in innovation, delivering benefits that the competition can't match



The Spark re-thinks the concept of a watercraft with Polytec material and Exoskel architecture

Exoskel®

New structural concept
Minimalist architecture keeps only the essential structural parts
Reduces weight while creating a modern and cutting-edge design.



Polytec®

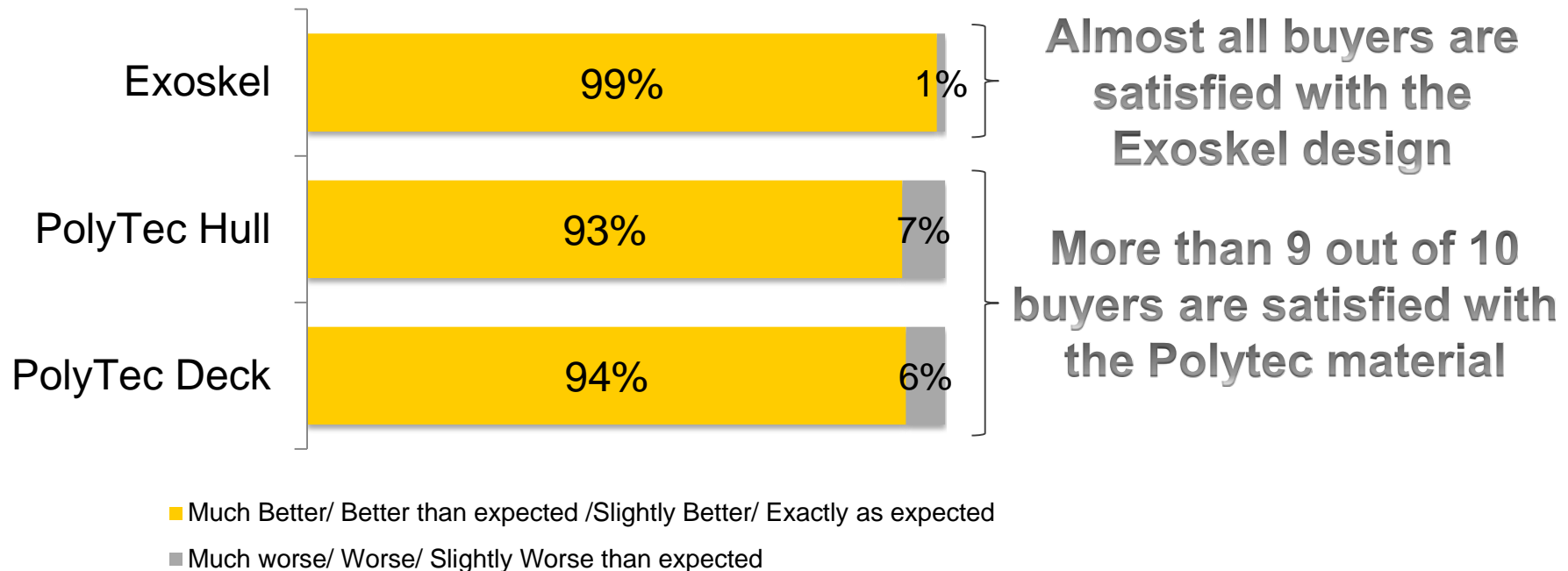
Recyclable, low density and high-impact composite material
Includes polypropylene and long glass fiber reinforcements.
It provides light yet durable parts



Innovations like Exoskel and Polytec have been very well accepted by customers

Product Feature Satisfaction

Base: Spark Owners Survey (Wave 1-3 n= 325; US Market)



The RXP-X changed the game proving that performance is more than raw power

- T³ hull
- Ergolock system
- Angled footwells
- A.E.S. (Adjustable Ergonomic Steering)
- Adjustable sponsons
- Electronic VTS*
- Trim tabs
- iBR

RXP-X exclusive features

Sea-Doo exclusive features



*Compared to closest competitive model



The RXP-X 260 also has more awards and achievements than any other PWC in the industry



2012 PWC OF THE YEAR AWARD &
2014 PERFORMANCE SKI OF THE YEAR

2011, 2012 & 2013 WORLD CHAMPIONSHIP



2012 & 2013 BEST WATERCRAFT OF THE YEAR

2012 RED DOT DESIGN AWARD



reddot design award
honourable mention 2012



2012 NMMA INNOVATION AWARD



The Sea-Doo RXP-X 260 is still the one to beat

Skyway Ski Show 2014: a panel of 6 judges compared the best model of each manufacturer in the performance segment and chose the Best In Class.



RXP-X 260



2014 Kawasaki Ultra 310R



2014 Yamaha FZS SVHO



Sea-Doo is leader in innovation, delivering benefits that the competition can't match



3 suspension types

iS **aS** **S**

iBR



Sea-Doo has the most advanced control systems on a watercraft

iBR

True innovation introduced in 2009

True brake, stops faster

Warns other riders with plume of water

Recognized by the USCG

Intuitive and easy to use single throttle

Standard in the powersport world

Host of activity specific riding modes

iTC

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Sea-Doo exclusive packages offer unique value propositions to customers



SEA-DOO

EXCLUSIVE
PACKAGES



¹On the WAKE PRO 155, the high performance VTS is standard.

²Those items are not standard on the GTI Limited 155.

The WAKE package is exclusive to Sea-Doo and includes all the essentials to do tow sports

Additional gauges functions:
Cruise control, Slow mode, Ski mode



Variable Trim System*
(VTS)



Retractable Ski Pylon



WAKE graphics



Wakeboard rack

Available on:
WAKE 155
WAKE PRO 215

*On the WAKE PRO 155, the high performance VTS is standard.

The Limited package offers to customers items that they are dreaming to have



*The items identified with a * are not standard on the GTI Limited 155.



The X package gives you all you need to have the best performance watercraft on the water



X-Gauge with boost indicator
Top/Average speed and RPM
Engine temperature
And others



A.E.S.
(Adjustable Ergonomic Steering)



High performance VTS
(Variable Trim System)



X-coloration graphics



Adjustable rear sponsons

Available on:
RXT-X 260
RXT-X aS 260
RXP-X 260

Sea-Doo has a watercraft for every type of buyer with exclusive technologies and packages

Aquascooter



Recreation

Tow Sports



Luxury



Performance

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Sea-Doo MY15 line-up update

- **New coloration on:**
 - GTI Family
 - Limited models (GTX and GTI)
 - Performance models
- **New RF D.E.S.S. key**
 - Standard on all full sized models
 - Optional for the Sea-Doo Spark
- **Flush kit standard on the Sea-Doo Spark**
- **New accessories for the Sea-Doo Spark**
 - Tow Pro
 - VTS (Variable Trim System)
 - Additional six new graphic kits

Aquascooter

Fun and accessible

Models

- 2 and 3up
- 60 and 90hp
- iBR
- 5 colors

New Features

- Standard flush kit

New PAC Options

- Tow Pro for Spark 3up
- VTS (Variable Trim System) on iBR units
- RF D.E.S.S. key
- Additional six new Graphics Kits



Recreation

Peace of mind and great value

Models

- GTI
 - one-piece thermoformed vinyl, no stitching
- GTI 130
- GTI Limited 155

New Features

- New coloration for GTI 130 and GTI LTD 155
- RF D.E.S.S. key



GTI



GTI 130



GTI Limited 155

Luxury

The ultimate in comfort and luxury on the water

Models

- GTX Limited 215
- GTX Limited iS 260

New Features

- New coloration for Limited models
- RF D.E.S.S. key



GTX Limited 215



GTX Limited iS 260

Performance

The ultimate in performance

Models

- GTR 215
- RXT-X 260
- RXT-X aS 260
- RXP-X 260

New Features

- New coloration for all performance models
- RF D.E.S.S. key



GTR 215



RXT-X 260



RXT-X aS 260



RXP-X 260

Tow Sports

For the tow sport enthusiasts

Models

- Wake 155
- Wake PRO 215

New Features

- RF D.E.S.S. key



RF D.E.S.S. Key

Keeps D.E.S.S.

(Digitally Encoded Security System)
for improved peace of mind

No need to
“wake” cluster
or activate it before starts

Faster starts

with more precise radio
frequency technology

*Standard on all models , optional for Sea-Doo Spark

Flush kit standard on Spark



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Tow Pro

Three accessories in one:

1. **Tow pylon**
2. **Spotter handle**
3. **Equipment rack**

Higher tow point for more fun.

Gives the spotter **more confidence** with **ergonomic grab handles**.

Conveniently holds your board on your Spark and includes a strap for stowing the tow rope.

Fits on Sea-Doo Spark 3up units.

Variable Trim System (VTS)

Switch mounted on handlebar allows fine tuning of watercraft trim angle while riding.

Pre-set positions for quick settings.

Maximizes acceleration and high-speed stability.

Trim up for a more playful ride. **Trim down** for a more aggressive ride staying glued to the water.



Only available on Sea-Doo Spark with iBR.

Attitude Graphic Kits

6 new attitude graphic kits for the Sea-Doo Spark for a total of 78 combinations including different designs, color patterns and 3 levels of customization.



6 new



Barracuda



Wave Crew



Tiger Shark



Chatter



Tetra



Bull Shark

Choosing the right PFD

Nylon, Neoprene or Ecoprene?

We've built a chart to help you better serve your customers with the right product for their needs and expectations.

CHOOSING THE RIGHT PFD IS SIMPLE

WHICH PFD IS THE RIGHT ONE FOR YOU?		NYLON					NEOPRENE			ECOPRENE
<p>You want a PFD that combines great value with high quality components that won't compromise looks, safety, comfort and functionality. Easy fitting so it can be shared by a wide range of people, and versatile so it can be used for a variety of water sports, you also want a fast-drying PFD that can be worn multiple times during the course of the day, making it perfect for the whole family.</p>		<p>You want a personal, "athletic" PFD just for you, that matches your active riding style and can handle rugged daily — and all-day — use. Snug fitting to intuitively shadow your body's movements, and roomy where it counts not to hinder your mobility, your PFD will allow you to express yourself on the water.</p>					<p>You want the ultimate PFD that blends the functional attributes of nylon and performance features of neoprene, and also makes you feel environmentally green when surrounded by blue. PVC-free and sustainable, your PFD has to feel light even when wet and maximize air flow, because the more comfortable you are, the better and longer you'll ride.</p>			
Special attributes		<ul style="list-style-type: none"> • Dries faster than neoprene • Lightweight, low water absorption • Affordable and best value • Perfect for sharing 					<ul style="list-style-type: none"> • Better fitting • Warm against the skin • Increased level of comfort • Ease of movement 			<ul style="list-style-type: none"> • All the advantages of neoprene, plus the low water absorption and quick drying of nylon • Mild ventilation • 30% lighter than neoprene when wet
Price		\$54.99	\$54.99	\$39.99	\$39.99	\$29.99	\$84.99	\$59.99	\$209.99	\$119.99
RECOMMENDED OPTIONS		VIBE PFD	MOTION PFD	JR. MOTION PFD	NAVIGATOR PFD	KIDS' SANDSEA PFD	FREEDOM PFD	JR. FREEWAVE PFD	FORCE PULLOVER PFD	AIRFLOW PFD
		Men's: 20510 Ladies: 20511	Men's: 20512 Ladies: 20513	20514	20516	20518	Men's: 20519 Ladies: 20521	20522	20515	Men's: 20523 Ladies: 20525
		Men's: Grey (90), Orange (12) Ladies: Size (90), Pink (20)	Men's: Yellow (70), Aqua (71) Ladies: Pink (20), Navy (71)	Aqua (70)	W-9L: Yellow (20), Aqua (20)	W-9L: Yellow (20)	Men's: Yellow (50), Black (50) Ladies: Navy (50)	Black with Ergo (10)	Navy (20)	Black (20)
		S, M, L, XL, 2XL, 3XL, 4XL	Men's: S, M, L, XL, 2XL, 3XL, 4XL Ladies: XS, S, M, L, XL, 2XL, 3XL, 4XL	80A (20-30) 80 (90)	XS, S/M, L/XL, 2XL, 3XL, 4XL, 5XL	T (30-35) M (35-40) L (40-45)	S, M, L, XL, 2XL, 3XL	80A (20-30) 80 (90)	XS, S, M, L, XL, 2XL, 3XL	S, M, L, XL, 2XL, 3XL



New Freedom and Airflow PRDs



Freedom PFD

New design including lumbar comfort zone inside the PFD and segmentations at front and back for better comfort and ease of movement.

Side panels in stretch lining fabric were added for improved comfort.

The Freedom PFD's flexible neoprene construction makes it ideal for both riding and doing tow sports.



Airflow PFD

New design and fitting – 3XL now offered for both men and ladies.

All the advantages of neoprene, plus the low water absorption and quick drying of nylon.

Added ventilation and 30% lighter than neoprene when wet.

Men's Technical Boardshirt

LOOSE FIT

Loose fit rashguard with mock turtleneck collar design.

Mesh fabric made of lightweight bamboo fiber for good ventilation for the hottest days.

SPF 50 UV sun protection from the Polyester/Spandex quick drying material.

FITTED



PAC Items

A sea of combinations to match your riding style

Express yourself with our new riding gear and sportswear items.



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Enjoy more time on the water and more peace of mind with the Sea-Doo maintenance schedule

SERVICE	SEA-DOO	YAMAHA
First inspection	After 1 full season [†]	After 10 hours
First oil change	Up to 100 hours* or 1 year [◊] *100 hours for the Sea-Doo Spark™ and 50 hours for all other models.	After 10 hours
Subsequent oil change	Every 100 hours or 1 year [◊]	FZR/FZS: Every 50 hours or 1 year [◊] FX series and VXR/VXS: Every 50 hours or 1 year [◊] VX serie: Every 100 hours or 1 year [◊]
Corrosion protection	Every 100 hours or 1 year [◊] (Every 10 hours in salt water use)	None
Supercharger clutch	Every 200 hours, irrespective of the number of years	Repairs as needed
Engine coolant replacement	Every 300 hours or 5 years [◊]	None (No CLCS)
Valve clearance adjustment	None	Every 200 hours or 2 years [◊]

†Based on average consumer usage. ◊Whichever comes first.
Based on latest information available; Sea-Doo M105 and Yamaha M14 models.



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SEA-DOO

key advantages

Spark

- Most affordable
- Most playful
- Customizable
- No similar competitor

GTS / GTI

- Larger engine
- More powerful
- More storage than closest competitor

WAKE

- World's only tow-sport specific PWC
- Exclusive features such as ski pylon, ski mode and board rack

GTX

- The definition of Luxury
- Limited package
- **S³** hull
- Ultimate comfort with exclusive **suspension options**

GTR

- Best value in performance PWCs
- More storage
- More powerful than closest competitor

RXT / RXP

- The ultimate performance
- **S³ / T³** hulls
- Exclusive X-Package option
- **Ergolock system** (RXP-X)
- **Suspension option** (RXT-X aS)

iBR

- Still the one and only PWC brake recognized by the USCG
- Faster stops, more control and improved safety on the water

iTC

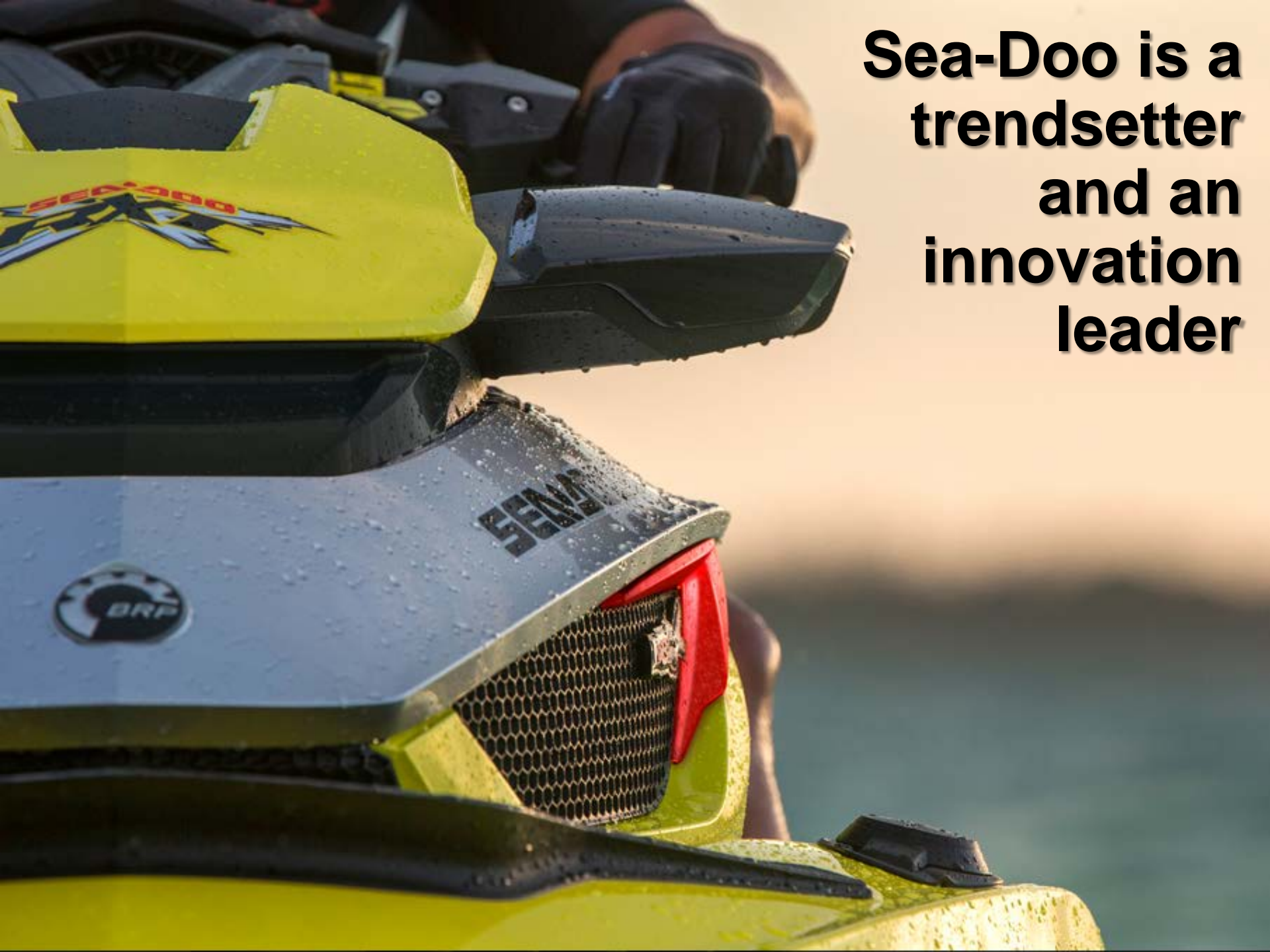
- Most intuitive and advanced throttle control on a watercraft
- Several activity specific driving modes such as Touring, Sport, ECO and Ski modes

Sea-Doo re-sparks the industry





**Sea-Doo
consolidates
global
leadership
position**



**Sea-Doo is a
trendsetter
and an
innovation
leader**



Sea-Doo

has a PWC for every type of rider

MY15 Sea-Doo line-up

AQUASCOOTER

RECREATION

LUXURY

PERFORMANCE

TOW SPORTS

Spark 2up



Spark 2up



Spark 2up



Spark 3up



Spark 3up



GTI



GTI 130



GTI LTD 155



GTX LTD 215



GTX LTD iS 260



GTR 215



RXT-X 260



RXT-X aS 260



RXP-X 260



WAKE 155



WAKE PRO 215



Thanks

