



Welcome to Club Evinrude and thank you for your time and interest.

Welcome to the world of StockPro.

BRP US Inc.
StockPro
Presentation
to Club
Evinrude



It's about having the parts when the customer comes in...

Customer Satisfaction

Customer Loyalty

Higher Profits



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Improving

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StockPro: Origins

- Research / Surveys / Studies
- Dealer Contacts & Council Meetings
- Best Practices – Saturn, CNH, Subaru, Harley Davidson, Hyundai



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Years of parts supercessions & proliferation of models

Minimal support from manufacturers

Research indicates on average 60 – 70% inventory is idle

High financial investment in inventory

Longer consumer down time while waiting for parts

Shop efficiency declines as technicians wait for parts

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StockPro: "Why be interested?"

- Your Needs
- BRP Strategy



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Pricing Updates

Part Locator

Inventory Efficiencies

Streamline Orders

Automated Data Exchanges

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StockPro: "Why be interested?" (continued)

✓ Mercury's Strategy
(Associate Press, March 5th, 2005)

"Cover the waterfront."
"What that means is we want to be in engines and boats, we want to be in related services, we want to be in marina management," Buckley said. "We want to be essentially everywhere the consumer is spending money."

George Buckley, chief executive officer of Brunswick Corp., poses in the company's headquarters in Lake Forest.

Consolidation strategy:
Lake Forest-based firm a fast-expanding power in the boating business

By Sam Carpenter

Lake Forest, Ill.-based Brunswick Corp. is making a name for itself in the boating business by offering a wide range of products and services, from power boats and outboard motors to related services, such as marina management and boat maintenance. The company's strategy is to "cover the waterfront," as CEO George Buckley says. "What that means is we want to be in engines and boats, we want to be in related services, we want to be in marina management," Buckley said. "We want to be essentially everywhere the consumer is spending money."

Major deals are attributed to Brunswick, which makes more than \$1.5 billion a year. It is also an active participant in a privately held company called "Cover the waterfront."

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The 1998 IPO helped to make his company the largest of the boating industry, offering well-supplied and well-stocked power boats and outboard motors, but also a powerful dealer network, and service for boat owners and salesmen combined.

As part of its push into every aspect of boating, Brunswick is investing in related businesses.

It has a large engine division, the company's engine strategy, Brian Boyle of FTS Motors Research says. He is looking for ways to make it even for them to get into their boats, and bringing more life into the boating business in general.

"That manufacturing business is a tough industry," he said. "I've seen nothing else but the industry really needs."

For Brunswick's quest for dominance in the boating business, there is a clear strategy to acquire and suppliers and their suppliers in a wide variety.

The United Motor Manufacturers Association, the largest manufacturer of outboard motors, has merged its members in and is looking for a corporate partner.

Brunswick is looking to get into the "boating" business," Group president Ken Woodbridge says. "The manufacturer in the boat business is the most successful and the most successful."

4700 N. BRUNSWICK, ILL.

Brunswick facts, figures

Lake Forest-based Brunswick Corp. is the world's largest manufacturer of power and outboard motors, marine engines, and related equipment.

Employees: 2,500
2004 sales: \$2.1 billion
CEO: George Buckley, age 56, CEO since 2000

Boat and motor brands: Evinrude, Johnson, Mercury, outboard motors, power boats, and related equipment.

Other products: Brunswick is looking for ways to make it even for them to get into their boats, and bringing more life into the boating business in general.

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Create a new DMS?

Partner with Independent DMS's to help provide you flexibility picking your Business System to your Business needs

1st Phase Johnson / Evinrude

2nd Phase BRP (Seadoo, Skidoo, ATV, etc.)

3rd Phase Multiple Manufactures

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StockPro: Part Locator - SPL

- What is it?

- Requirements

- Benefits

- Features – Demo

- Testimonies



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What is it?

Search by part number for hard to find items

Find backordered parts at other dealers

Find fast moving parts by nearby dealers to help get the customer back on the water same day (NASCAR on water)

Increase the odds of selling slow moving and obsolete inventory

BRP may buy back from Dealer network on slow moving parts

Requirements

Certified Dealer Business System

StockPro Integrator Installed

If your Dealer Business System is not certified, please contact them

Benefits

Daily inventory automatically updates, no data entry by you

Quick reference to BRP warehouse inventory

Quick reference to your own inventory, bin locations and pricing

Locate hard to find and obsolete parts

Locate fast moving parts by nearby dealers to help get the customer back on the water same day

StockPro Team installs StockPro Integrator

StockPro: Part Locator - SPL

DealerPort Demo



Live Demo, log onto DealerPort

E/J PN's

176349 B/O

984330 B/O

986969 NLA

176469 NLA

386686 InStk nearby Dlr

436857 InStk nearby Dlr

Volvo PN's

3852464 InStk nearby Dlr

Mercury PN's

Fp686-1 InStk nearby Dlr

Yamaha PN's

646-24251-02-00 InStk nearby Dlr

67f-w0078-00-00 InStk nearby Dlr

SSA

A64312166000

A83504166000

420941906

7070003

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StockPro: Part Locator - SPL (continued)

• Testimonies



HERE'S WHAT DEALERS HAVE TO SAY ABOUT THE STOCKPRO™ PARTS LOCATOR

JAMIE FOTI, WEST COAST MARINE SERVICES, BELLINGHAM, WA

"We get calls from dealers around the country wanting to buy some of our old parts. This cleared out some old parts for us and gave us more space."

TOM NEIDEIGH, PARTS MANAGER, HOLDEN'S MARINE, SPARTANBURG, S.C.

"I love the Parts Locator. I have people calling me from places like South Dakota and California and I get emails from people around the country that need old parts that we have. I have also used the Parts Locator to find some obsolete parts."

GREG WARNER, WARNER'S DOCK, NEW RICHMOND, WI

"When the guy from BRP called me and told me about the Parts Locator, I told him that there was a part that I needed to complete an order for a customer in Germany. So I entered that number in the Parts Locator and found it at a dealer about 100 miles away. I got the part right away and was able to fill my overseas order. We think Parts Locator works pretty good. A few days later I got a request from another customer who wanted an obsolete part that I was again able to locate. It's great to be able to find old parts somewhere around the country. I have 1400 parts in inventory that are now obsolete and the Parts Locator should help me move a lot of them."

GIL MINZ, MARINE MECHANICAL REPAIR, SAN RAFAEL, CA

"Parts Locator is excellent. The very next day after Stock Pro was installed I got a call for an obsolete part that I had in stock. It is just fantastic. And we can source parts that are hard to find. We have thousands of dollars of 'sleeping money' in obsolete parts that Parts Locator should help us move out."

MARGY SCHUMACHER, PARTS MANAGER, RAY MARINE, KENNESAW, GA

"I love the Parts Locator. It's great. We have used it several times to find obsolete parts."

GREY BENHAM, SERVICE, SEAGER MARINE, CANANDAIGUA, NY

"Our parts department really likes the Parts Locator. They have sold a lot of obsolete parts thanks to the Parts Locator."



*As you can see from the above comments dealers who have tried the StockPro Parts Locator love it!
So if you haven't tried it yet, it is time to get on board.*

Described in April SeaLog article, documented the success of StockPro by Dealers like yourself.