

New temporary exhibition

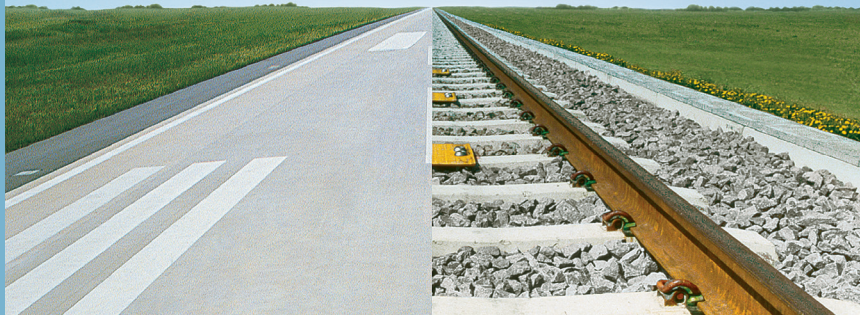
From April 21, 2011

The J. Armand Bombardier Museum is launching a new, temporary exhibition which gives a fascinating overview of Bombardier – from the past to the present. The exhibition, which is presented in a modern, specially designed setting, describes the role the company plays on the world stage from a geographical, socio-economic and industrial perspective.

The exhibition is divided into six interactive zones that give a brief history of the enterprise through a series of display islands as well as a central display area emphasizing on Bombardier's global presence. The Aerospace and Transportation Divisions of Bombardier are showcased through themed zones, with interactive terminals and audiovisual displays describing the role that humans play, and the products and services pertaining to each business line. Bombardier's involvement in social responsibility programmes is also outlined in the exhibition.

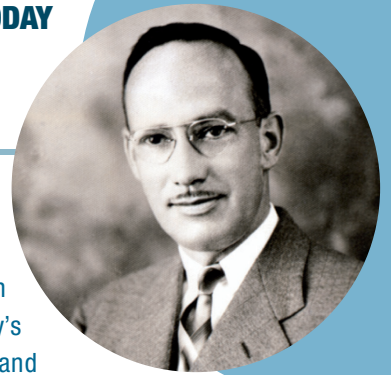
BOMBARDIER

AUJOURD'HUI



SECTION 1 History of Bombardier

Joseph-Armand Bombardier: inventor and entrepreneur. These two words sum up the career of the founder of a company destined to become a flagship of the Québec and Canadian industry. Today, Bombardier is recognized as the world's third largest civil aviation manufacturer and the world leader in rail technologies. This first section presents the company's most significant inventions, the decisions taken, the acquisitions, the development and diversification of new products and markets, thus describing Bombardier's increasing involvement in the Aerospace and Transportation sectors which were all parts of an ambitious international expansion programme from 1935 to 2003.



SECTION 2 Display Islands

The display islands exhibit a representative model of the preliminary configuration of the *CSeries* aircraft family used during testing in the ONERA F1 wind tunnel in France, to assess the stability and control of the aircraft at low speed and a side module of a Toronto subway car. This section of the exhibition displays the composite materials used in aeronautics, including pieces of honeycomb core that visitors can manipulate.

SECTION 3 Global Presence

The central zone has an imposing globe showing places around the world where Bombardier operates. The company is present in more than 60 countries on five continents. Over 60,000 employees design, manufacture, sell and support the widest range of world-class products in aerospace and rail transportation. Bombardier's global reach – from Montréal to Querétaro (Mexico); Belfast (Northern Ireland) to Savli (India); and Beijing (Republic of China) – is highlighted in this zone. Production and engineering sites, order books, revenues, the number of employees and division managers are also displayed in the central area.

SECTIONS 4 AND 5 Company's Business Lines

Aerospace

Bombardier Aerospace is the world's third largest civil aviation manufacturer. The Group is a leader in the design and manufacture of commercial, business and amphibian aircrafts and offers a comprehensive range of services and solutions. The Group also provides technical support and maintenance services, as well as pilot training for business and regional aircrafts and military sector customers. This area bears witness to the ingenuity, passion, commitment and product development that characterizes Bombardier Aerospace.



Transportation

Bombardier Transportation is the world leader in the design and manufacture of rail travel solutions and the provision of related services. The Group offers the most comprehensive portfolio of products and services, from locomotives, metro cars, high-speed and ultra high-speed trains and light rail vehicles, to maintenance services and integrated rail control and signalling systems. This exhibition zone shows the pride, sense of responsibility and innovative product development that is the driving force behind Bombardier Transportation.



SECTION 6

Corporate Social Responsibility

This section describes Bombardier's international involvement in the area of corporate social responsibility, illustrating its commitment to matters pertaining to the environment, community engagement, education and entrepreneurship.

Through the J. Armand Bombardier Foundation, the corporation has, since 1965, participated in the development of communities across Canada, by supporting projects that help groups of people and individuals. The Foundation's activities revolve around two main axes:

- philanthropic initiatives, which comprise four areas of intervention: education, community support, healthcare, and arts and culture;
- educational and cultural initiatives, which include the J. Armand Bombardier Museum, Yvonne L. Bombardier Cultural Centre and Yvonne L. Bombardier Library.

This section sums up the story of the corporation with *Our Way Forward*, Bombardier's vision for the future development of the company. The vision rests on five strategic priorities:

- leading the way in customer satisfaction through flawless execution;
- fostering the talents of employees all across the organization;
- adopting a proactive approach to risk management;
- deeply rooting Bombardier in key markets;
- expanding corporate social responsibility.



Place

J. Armand Bombardier Museum
1001, J.-A.-Bombardier Avenue
Valcourt (Québec)

Museum hours

Tuesday to Friday, 10:00 a.m. to 5:00 p.m.

From May 1 to Labour Day inclusively: daily from 10:00 a.m. to 5:00 p.m.

Admission

Adult \$ 7
Student and senior \$ 5
Family \$ 15
Child: 5 and under, free

Information

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Smartphone