

MUSEUM OF INGENUITY J. ARMAND BOMBARDIER

ACTIVITY REPORT

24 | 25



Museum

Our Museum is swarming with activity, innovation and collaboration. Just like bees doing their part to create a highly functional social structure, each of our projects, exhibitions and partnerships work in synergy to boost visibility and fuel innovation.

We expanded our outreach beyond the Museum walls this year by touring two exhibitions across three Canadian institutions. This helped propagate our expertise across the country and reach new communities, where seeds of knowledge were sown.

And it was with great pride that we paid tribute to Joseph-Armand Bombardier during his induction at the National Inventors Hall of Fame in Alexandria, Virginia. This international acclaim shows beyond doubt that our Quebec inventor was a creative genius.

As for the *Teens: Creative Minds* exhibition, it received an honourable mention for quality and relevance from the Canadian Museums Association.

Our iconic B7 snowmobile has left the hive and will be featured at the Musée de la civilisation de Québec for the next 10 years as an enduring symbol of heritage.

Lastly, we renewed our museum accreditation to demonstrate our commitment to the highest standards of excellence. And we hit our second-best attendance record with a total of 39,291 visitors!

A word from the Museum co-directors

**Alexandre Hince and
Raphaël Bourgeois,**
Co-Directors of the Museum of
Ingenuity J. Armand Bombardier



Museum

MISSION

The Museum aims to keep the legacy of Joseph-Armand Bombardier and his successors alive with a view to showing the public that everyone can solve problems, tap into their ingenuity, and be innovative in their professional and personal activities. The Bombardier spirit is inspiring, contagious and a source of pride.

AUDIENCES

The Museum's vibrant and curious clientele changes with the seasons. During the summer, on weekends and public holidays, our visitors are mainly individuals, families and history buffs (fans of Joseph-Armand Bombardier, his story and his inventions). As summer wraps up, our focus turns to organized groups and school groups, which include elementary, secondary and post-secondary students.



Museum

EXHIBITIONS

Drawing inspiration from bees who gather nectar from hundreds of flowers to produce a single drop of honey, our team works hard to forage ideas, artifacts and information to develop a bold and innovative program.



This year, the Museum began some new experiments. We partnered with the Planetarium to rent the *DOME* mini-exhibition, which was displayed in the lobby to create an immersive experience for museum-goers.

During spring break, we also hosted the travelling exhibition *Our Climate Quest*, presented by the Science North Museum in Sudbury. Also worth noting is our collaboration with Bell on the mini-exhibition *A partnership that sounds right*. Lastly, we launched a temporary exhibition titled *My region, my mobility*.

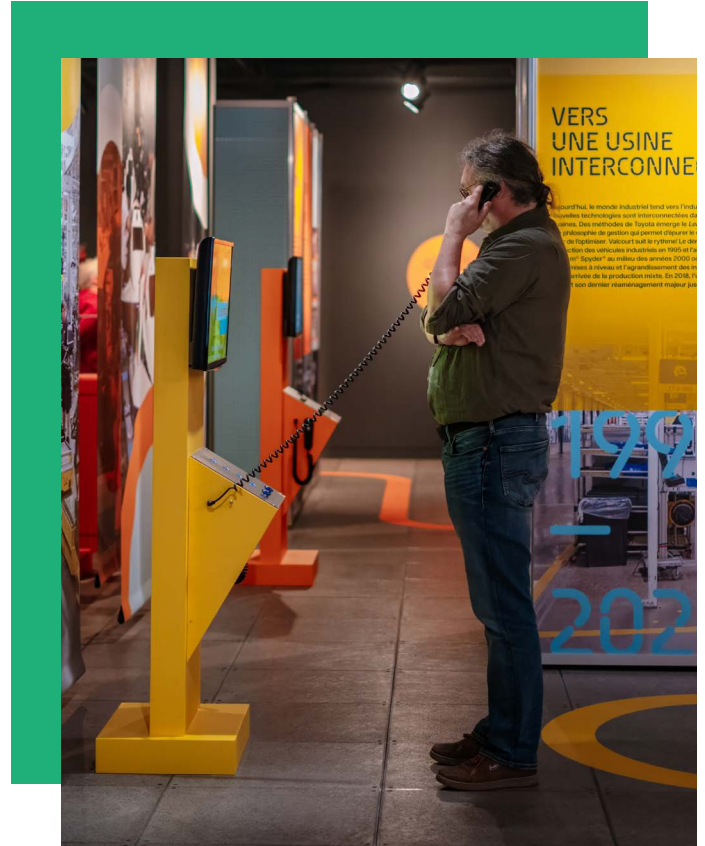
We expanded our reach by loaning major artifacts—a 1970 Olympique 335E snowmobile that was sent to the Royal BC Museum & Archives, along with a 1997 Ski-Doo® Mini Z that's now displayed at the Odyssee des bâtisseurs in Alma. Our iconic B7 snowmobile is now parked at the Musée de la civilisation in Québec, and several small artifacts have been shipped across the border to the National Inventors Hall of Fame in Virginia.

TEMPORARY EXHIBITIONS

Along the Line: Workers' Memories

From April 5, 2024, to March 10, 2025

This exhibition gave visitors an opportunity to explore the history of assembly lines at Bombardier and BRP, from the time of Joseph-Armand Bombardier to the present day. Workers' memories are shared to recount the fascinating evolution of assembly line work. The exhibition grounds feature artifacts from Bombardier and BRP worker history, testimonials from former employees, and a 1971 Ski-Doo® Olympique® 335 snowmobile in exploded format. Visitors travel through four eras to discover how production has evolved from the original Bombardier mechanical garage to modern interconnected factories. Although it was not originally designed for this purpose, this exhibition will travel to other museums that expressed a desire to host it on their grounds.



Museum

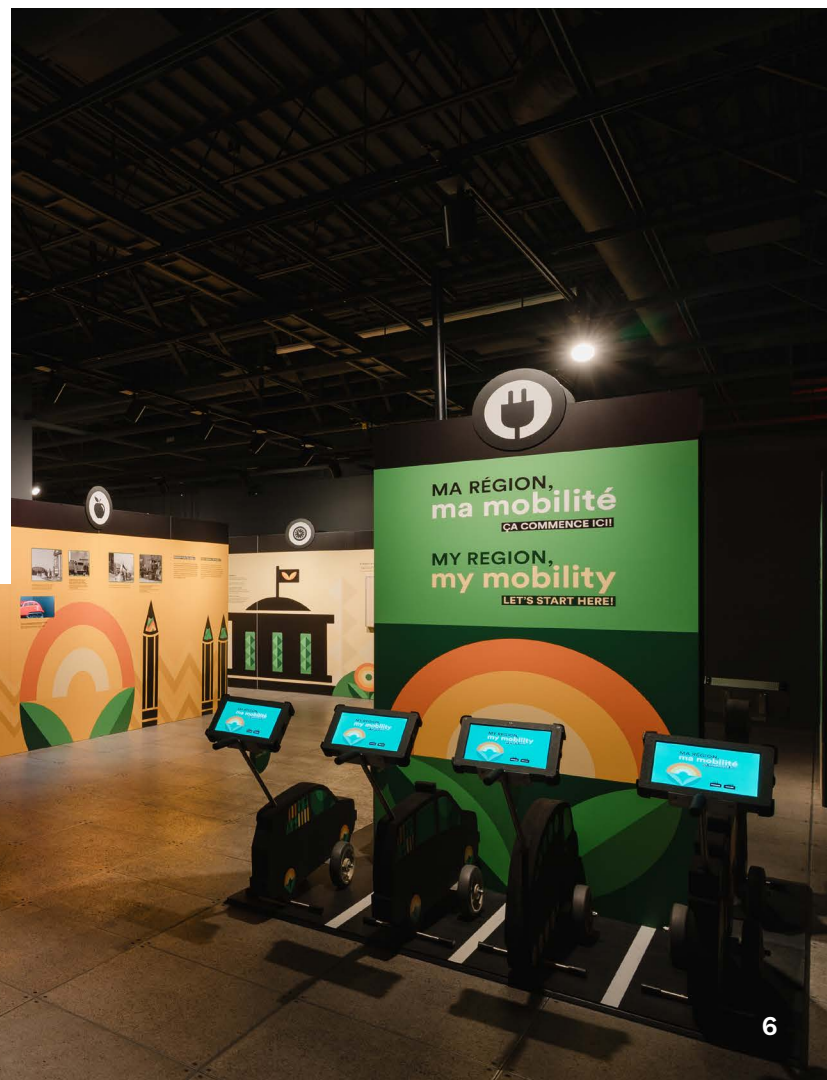
My region, my mobility

From April 17, 2025, to March 8, 2026

After three years of thoughtful design, the new exhibition *My region, my mobility* came to life thanks to financial support from the Ministère de la Culture et des Communications du Québec. We succeeded in creating an immersive and groundbreaking experience by working closely with a scientific committee comprised of mobility experts from diverse backgrounds.

As soon as they walk in, visitors are invited to explore the exhibition using a playful vehicle equipped with a digital tablet. Guided by various scenarios, they move around the exhibition area and complete an interactive quiz. Smart antennas detect how close they are to the right areas, turning their visit into a fun game of “hot and cold.” Such a feature is quite rare in museums and makes for an engaging experience.

Through rich and accessible content, the exhibition presents many sustainable transportation alternatives in Quebec without adopting a moralizing tone. An original educational program, in the form of a board game designed in our Fab Lab, complements this exhibition created to spark learning, reflection... and movement.



MINI-EXHIBITIONS

The Museum's archives and collections are showcased in its public spaces.

DOMe

From May 30, 2024, to August 25, 2024

This 25-square-foot rental exhibition was designed by the Planetarium, an Espace pour la vie Museum. It shone light on meteorites and the Quebec meteorite detection network, which uses stations deployed in the St. Lawrence Lowlands and Southern Quebec. Fun fact: the Museum hosts one of these stations on its roof!

A partnership that sounds right!

From June 8, 2024, to January 19, 2025

During this exhibition, visitors discovered how Bombardier vehicles enabled Bell to bring telephone access to Quebec's remote areas. This was the first time the Museum borrowed materials for a mini-exhibition. Bell owned artifacts and archives related to Bombardier, while the Museum had items related to Bell. The two entities therefore pooled their resources to develop this exhibition (for example, a photograph from our collections featuring a Bell worker wearing a helmet with the Bell logo was displayed right next to a real Bell helmet from the telecommunications company's collections).



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Back to the 1980s

From January 20, 2025, to June 15, 2025

Visitors enjoyed a sartorial blast from the past with this exhibition featuring a selection of 1980s artifacts and vintage Bombardier Inc. sales brochures. As evidenced by photographs and items from our collection, trends are cyclical and always come back in style!



Museum

TRAVELLING EXHIBITIONS

Inspired NATURE, Inspired TECHNO: Biomimicry & Transport

Presented at:

- Grey Roots Museum & Archives,
Owen Sound, Ontario, from May 1 to
August 31, 2024

This exhibition explores how nature inspires technology. Some 30 natural specimens and technological objects sharing common features are on display, including the hydrojet, inspired by the squid's propulsion system, and the smart car, which uses a detection system similar to that of locusts.

It opened for the very first time at the Museum of Ingenuity J. Armand Bombardier in 2018–2019 before touring across Canada, drawing in 9,898 visitors in total.



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Teens: Creative Minds

Presented at:

- Surrey Museum, British Columbia, from April 23 to August 4, 2024
- Musée de la Civilisation de Québec, Québec, from February 25, 2025, to September 1, 2025

This exhibition explores the teenage brain and shines a light on its inherent creativity. Visitors are introduced to a dozen Canadian teenagers who have used their innovative minds over the last century to make the world a better place! It was designed to reach a large audience and cater to school groups and families, with teenagers being top of mind. It's worth noting that the exhibition received the Excellence category 3 award presented by the Société des musées du Québec in the fall of 2023. This award is granted to projects with a budget of \$250,000 to \$750,000. The exhibition toured Canada this year and was seen by 22,500 visitors.

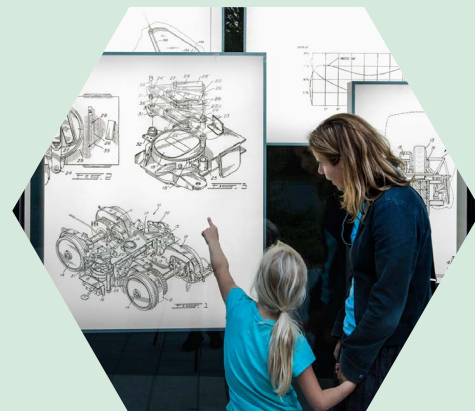


Museum

STATISTIQUES

39 291

Museum visitors



4 709

participations in guided tours of the
Museum reserve

3 046

participants in guided tours of the BRP plant



Museum

VISITOR TESTIMONIALS

—

“I visited the Museum last week. It’s a very nice experience. Two hours were not enough, so I’ll need to go back.”

Jean-René Hamel

—

“Amazing experience. The information is well presented and varied. It’s great for curious folks, in addition to being family friendly. The staff is welcoming, and we’re always happy to come back!”

Samuel Frenette

—

“You absolutely have to visit this Museum to know the history behind Joseph-Armand Bombardier’s inventions and vehicles! The reserve visit is fascinating. At the Museum, you can learn more about J.-A. Bombardier’s early days and journey. As indicated on the website, you need to plan at least two and a half hours for your visit.”

Catherine Champagne



COLLECTIONS

This year was a milestone in terms of acquisitions. We added seven new vehicles to our collection, such as the first-ever Lynx® and Ski-Doo® electric snowmobiles launched in 2024, symbolizing the shift toward sustainable mobility. We also acquired a 1972 Moto-Skeeter motorcycle, designed by Moto-Ski and sold by Bombardier Limitée.

The acquisitions committee held three meetings to study about 20 proposals—a sign of the Museum's ongoing commitment to make meaningful additions to its collections with a rigorous approach.

We also gained recognition internationally by lending a few artifacts to the National Inventors Hall of Fame in Virginia for an exhibition honouring Joseph-Armand Bombardier.

Dissemination and outreach beyond Canada

We have expanded our offer and reached various audiences through a wide range of online activities, including:

- The podcast *Joseph-Armand Bombardier, au-delà de l'inventeur* (906 listeners)
- 24 new artifacts made available online
- 6 video clips on reserve vehicles made available online

Artifact loans with partner institutions:

- L'Odyssée des Bâtisseurs, Alma, Quebec: 1997 Ski-Doo® Mini Z snowmobile presented in the new permanent exhibition *The Lac People* for 10 years
- Musée de la civilisation, Québec City, Quebec: B7 snowmobile presented in the new exhibition *In Other Words, Québec* for 10 years
- National Inventors Hall of Fame, Alexandria, Virginia, United States: an American patent, a sales brochure, an owner's manual, a sprocket and a toy snowmobile, presented for one year
- Royal BC Museum and Archives, Victoria, British Columbia: 1970 Olympique® 335E snowmobile presented in the travelling exhibition *Canadian Modern Craft and Design*, curated by the Royal Ontario Museum and held until 2026
- BRP-Rotax, Gunskirchen, Austria: Five Rotax engines presented in the Rotax engine exhibition on the occasion of its 100th anniversary until 2025.



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STATISTICS

185

historical and technical requests processed

4 512

records processed and added to the AtoM database

122

artifact and archive acquisitions to bolster our collections



Museum

EDUCATIONAL OUTREACH

Joseph-Armand Bombardier knew how to set ideas in motion. The worker bees at the Museum follow in his footsteps by making complex information accessible to all.

Educational outreach happens when we create the right conditions for learning. This year, to build on this approach, we redesigned our spaces to welcome school groups and created an activity that promotes the core tenets of sustainable mobility.

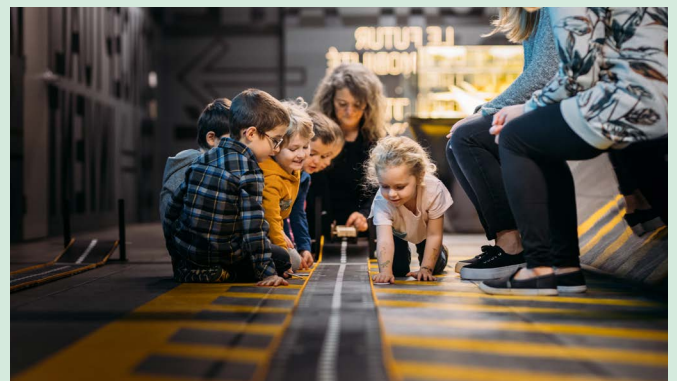
New activities

Education room and Fab Lab upgrades

The education room and Fab Lab got a makeover this past year! We completely rearranged the furniture and visual aesthetic to meet a growing demand for school activities at the Museum. As a result, the Fab Lab can now host an entire classroom for an educational activity.

Sustainable Mobility Journey

Our program will feature a new educational activity for the duration of the *My region, my mobility* temporary exhibition. To complement their visit, school groups will get to play a board game designed from scratch where they work together to improve mobility in a rural town while balancing economic, political and environmental interests.



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STATISTICS

9

activities for preschool and elementary school students

5 641

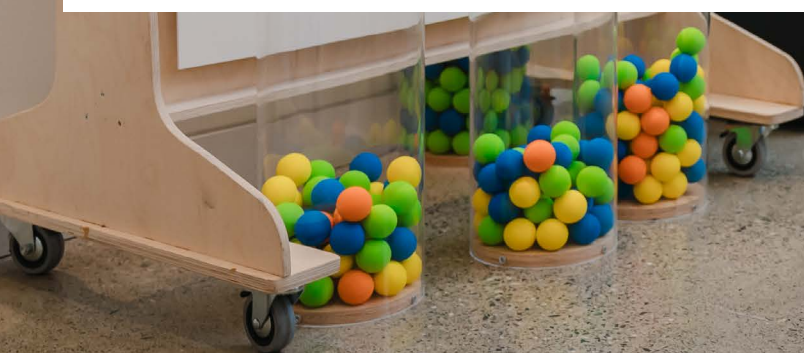
preschool and elementary school activity participants

6

activities for secondary and post-secondary students

3 389

secondary and post-secondary school activity participants



TEACHER TESTIMONIALS

“Incredible! The activities are varied and tailored to the audience.”

Véronique Bibeau, Cycle 2
secondary school teacher at
École secondaire du Bosquet

“The children and teachers loved it. We will be back in the next few years. It was highly relevant because we just covered simple machines and types of energy [in the classroom]. The staff gave us a warm welcome and patiently respected each group’s level of preparation.”

Michel Gagné, Cycle 2 elementary school
teacher at École Saint-Joseph

“Keep hosting these workshops for students and fostering new dreams! Wow! It sparks a sense of pride you can see in their eyes.”

Nathalie Deziel, Cycle 3 elementary school
teacher at École de l’Orée-des-Cantons

CULTURAL MEDIATION

The Museum is proud to collect and facilitate access to knowledge, stories and inventions. Each activity and exhibition are like a cell in a honeycomb, nurturing audiences with new ideas in a hive bustling with shared insights.

This past year, the mediation team organized no less than 21 activities and events at the Museum to reach various audiences, from small communities to the public at large.

New activities

Museum + Fab Lab Combo

For the very first time, people of all ages could complement their Museum visit with a guided activity at the Fab Lab from July 15 to August 2, 2024. Over these three weeks, 104 participants learned the art of vector drawings and tried their hand at laser cutting to make a personalized bookmark.

***Our Climate Quest* exhibition during March break**

From March 1 to 9, 2025, children and adults explored the exhibition *Our Climate Quest: Small Steps to Big Change* in the Museum lobby. This experience included the interactive *Climate Action Show*, hands-on sustainable energy and consumption activities, as well as quizzes on eco-friendly habits. Throughout the week, scientific mediation experts from Science North popularized complex topics to foster public understanding.



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Activities

Intramural events

- › Café-répare (two editions)
- › Free admission to the Museum on Sundays (12)
- › Unknown machines: Summer getaways
- › Journées de la culture
- › Holidays at Cartonville
- › Mordus de l'hiver
- › Grand Prix Ski-Doo® de Valcourt
- › Our Climate Quest activity during spring break
- › Opening of the temporary exhibition My region, my mobility

8 493

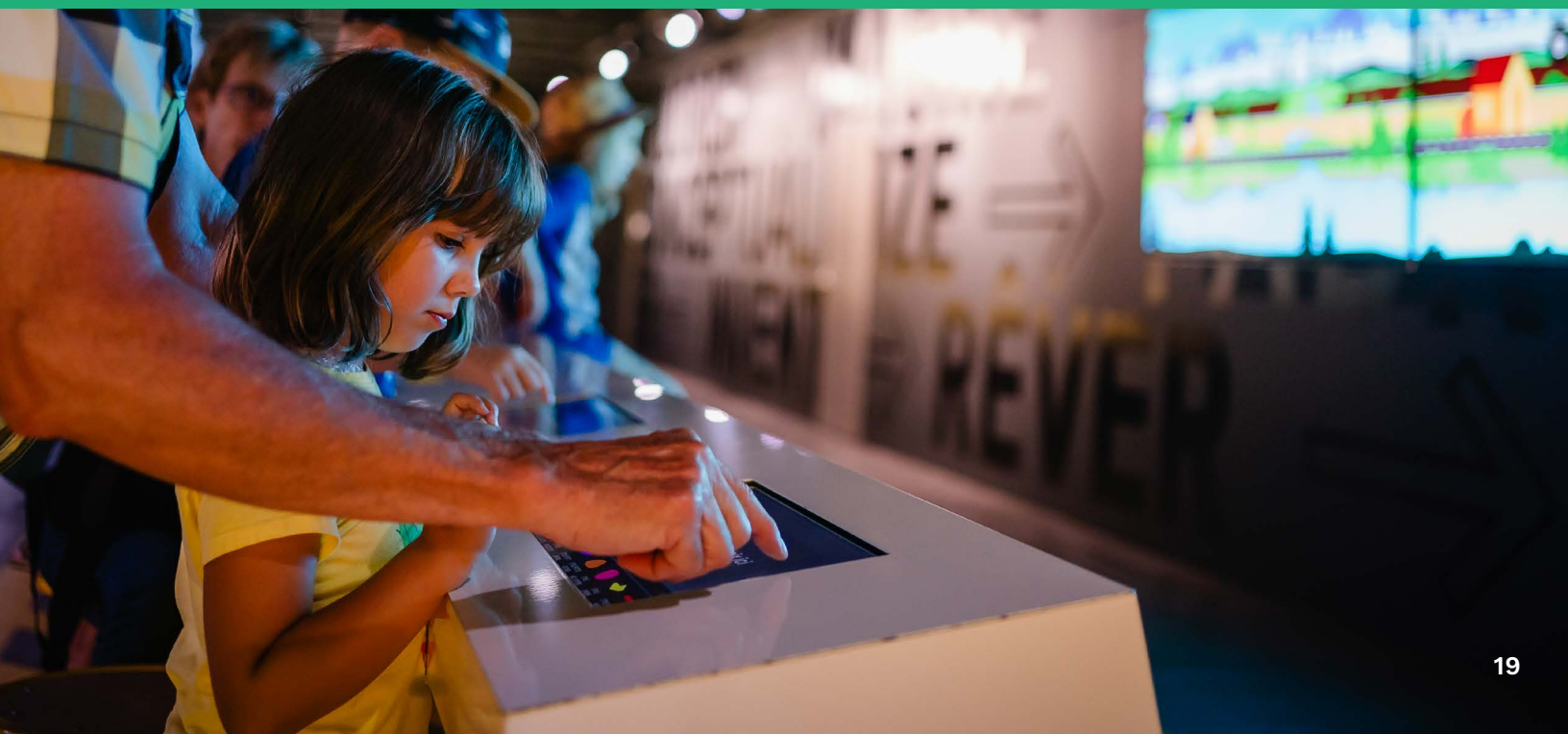
participants

Activities held at the Museum

- › Guided tour of the BRP plant
- › Guided tours of the reserve
- › Fab Lab visits

7 979

visitors



Museum

DEEPLY ROOTED IN THE COMMUNITY

At the Museum, being deeply rooted in the community means:

Working with 21 partners to develop projects and organize 14 events, including those below.

Café-répare

During the two editions of this event held in the past year, attendees had the opportunity to learn how to repair all kinds of broken objects with eight expert volunteers while enjoying snacks prepared by the Maison des jeunes L'Initiative in Valcourt.



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Mordus de l'hiver

For a third year in a row, our winter event drew in over 3,000 attendees. Several partners worked hand in hand to ensure this edition's success. The Town of Valcourt helped set up inflatable games in the family area, and the Maison de la Famille des Arbrisseaux loaned kicksleds and igloos for the event. Nonprofit organization Valcourt 2030 organized an outdoor line dancing activity, while the Maison des jeunes L'Initiative de Valcourt hosted a winter keychain-making workshop, served hot chocolate and sold snacks. Last but not least, snowmobile club Les Pionniers de Valcourt coordinated the antique snowmobile parade.

We also welcomed two guest collectors to complement the event with a mini-exhibition on the Museum square, which featured seven unique snowmobiles. These partnerships led to an event that once again left an enduring mark on the public.

- [See the full list of partnerships.](#)



ACKNOWLEDGEMENTS

We are grateful not only to our wonderful team, but also to the members of the Museum Committee. External members who volunteered their time to the committee this year include Mr. Pierre Tétreault, Mayor of Valcourt; Mr. Jean-François Royal, Executive Director of the Marguerite-Bourgeoys Historic Site; and Ms. Marie-Claude Farrell, Vice-Principal of École secondaire du Tournesol. We would also like to thank Ms. Roosa Rönkä, Head of Collections and Exhibitions at the Marguerite-Bourgeoys Historical Site since 2012, for her involvement on our acquisitions and disposal committee.

merci

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