

For Immediate Release

Contact:

Chris Bye / cb@feldrives.com / 905.704.8585

Jessica Benevides / jb@feldrives.com / 905.401.1138

FEL Motorsports announces 2023 partnership with Braidan Motorsport

Braidan Motorsport steps up as podium presenter among other contributions in 2023

ST. CATHARINES, ON (May 16, 2023) - FEL Motorsports is proud to announce another year of partnership with Braidan Motorsport. In the 2023 season, Braidan Motorsport will be the official presenting partner of the podium presentations for the Sports Car Championship Canada and Emzone Radical Cup Canada presented by Michelin.

Braidan Motorsport has been the Ontario region tire distributor for the series since the inaugural season in 2021. At the beginning of each race weekend, each series conducts drivers meetings with random draws for prizes. One team from each series is eligible to win a set of slicks at each of these meetings which are presented by Braidan Motorsport.

"The crew at Braidan Motorsport goes above and beyond to provide the best service for all of our drivers. Their level of customer service is exceptional. Bringing their services into our paddock at each event is just one of the little things they do to make everyone's weekend easier. We are beyond grateful for the commitment we have received from Brad, Nadia, Jim, and the rest of the Braidan Motorsport team," said Jessica Benevides, Motorsports Manager.

"Brad, Jim, Nadia and their team at Braidan Motorsport are real supporters of Canadian racing and we are more than grateful to have them involved with FEL Motorsports. Adding a Podium Presenter is simply another avenue that allows us to give back to the teams and we are proud to have Braidan Motorsport join us in that capacity adding to their already massive commitment to the competitors in our two series."

About Braidan Motorsport

Braidan Motorsport was established in 2006 in Markham, Ontario. In what started out as sales and services for wheels and tires, Braidan eventually expanded the business into the motorsport industry through their second location at Canadian Tire Motorsport Park supplying sales, service, and trackside support for teams and drivers. Over the last 15 years, Braidan Motorsport partnered with Michelin Motorsport to provide series support for Porsche GT3 Cup and now a third year with FEL Motorsports' SCCC and RCC series. Braidan Motorsport can also completely outfit the avid racer from amateur to professional.

To learn more or check out the complete product line, visit braidanmotorsport.com

FEL Motorsports

FEL Motorsports grew out of a deep base of automotive roots from FEL Automotive Learning and Promotion. FEL Motorsports is focused on growth and sustainability in the Canadian Motorsports landscape by giving back to its teams through prizing and prize money.

For further information on FEL Motorsports visit felmotorsports.com

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