

For Immediate Release

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FEL Motorsports announces 2023 Title Sponsorship for the Emzone Radical Cup Canada

Three consecutive years of strong partnership with Emzone Auto Care products

ST. CATHARINES, ON (May 9, 2023) - FEL Motorsports is excited to announce that Emzone Auto Care has signed on as title sponsor for a third season of the Emzone Radical Cup Canada presented by Michelin (Emzone RCC). The partnership, which came to be mid-season in 2021, has been a key contributor in the success of the Radical Cup Canada. The company takes a special interest in supporting Canadian athletes, teams, and organizations.

The ongoing support of the FEL Motorsports Radical Cup Canada from Emzone has helped to build the foundational blocks of the Canadian prototype-style racing series. FEL Motorsports is looking forward to nurturing the relationship as it expands the series' race events in 2023 to the Honda Indy Toronto.

"We were very happy to be able to put together a deal with Emzone for a third season," said Motorsports Manager, Jessica Benevides. "Emzone Auto Care is a quality product brand that all of our teams use in the paddocks on their race cars, as well as at home on their personal cars, so it has always been a natural fit. In addition, Emzone provides product prize baskets for our drivers meeting draws, which the RCC teams look forward to having the chance to win each weekend."

FEL Motorsport President, Chris Bye, said, "I could not be more proud to have Emzone return to the Radical Cup Canada presented by Michelin for a third consecutive year. FEL Motorsports has changed the landscape in Radical racing in Canada and the Emzone partnership is a large part of that success. We look forward to continuing to put on the best prototype-style racing in Canada for this year and many to come."

President of Empack Spraytech Inc. and Emzone, Raffi Nalbandian, said, "We are excited to be a part of, and contributing to, another season of the Emzone Radical Cup Canada. Emzone has always been focused on supporting automotive Racing in Canada as well as the development of young and skilled Canadian drivers. We are looking forward to some exciting on-track action this year which our own Emzone Radical will be participating in."

About Emzone





Emzone is a premium Automotive Care line, manufactured in Canada, with over two decades of industry experience. Focusing and investing in innovation and development, Emzone products are engineered to provide the highest performance and quality for automotive maintenance, detailing, and A/C systems. Emzone is endorsed by mechanics, trusted by professionals, and loved by DIY consumers. The Emzone brand spans a wide range of product offerings including computer care, household care, air horns and industrial products. Emzone products are available through distributors and at major retail chains and independent stores across Canada and the USA.

For more information about Emzone, please visit: www.emzone.ca.

About 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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