

For Immediate Release

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FEL Motorsports and Michelin Motorsports reach 3-year partnership agreement

The Sports Car Championship Canada and Emzone Radical Cup Canada will both continue to be presented by Michelin through 2026

TORONTO, ON (July 15, 2023) – FEL Motorsports is excited to announce that they have entered into a new 3-year contract with Michelin Motorsports to be presenting sponsors of both the Sports Car Championship Canada and the Emzone Radical Cup Canada.

Since its inception in 2021, FEL Motorsports has been focused on moving the needle in homologated racing in Canada. Michelin has been a partner from the beginning, supplying tires and support for the GT4, TCR, TCA and Radical race teams.

Michelin will continue to support both series with their world-class sports car tires, trackside logistical support and weekend engineering support through 2026. The Michelin Motorsport tires used in Canada are the very same tire used in the IMSA Michelin Pilot Challenge in the US.

“The FEL Motorsports-Michelin relationship has been a win-win,” said FEL Motorsports President, Chris Bye. “The teams are extremely happy with the Michelin race tires and trackside support. It is no secret that Michelin is the benchmark when it comes to sports car tires around the world and we could not be more proud of our relationship,” Bye continued. “We would be remiss not to thank Jason Anzalone, Tom Sullivan, Casey Halbrook and Craig Doggett from Michelin for all their support, and we look forward to extending our relationship together,” Bye concluded.

“Renewing our relationship with FEL Motorsports shows the commitment Michelin has to being a true North American partner in motorsports,” says Jason Anzalone, North American director of Michelin Motorsports. “We are thrilled to be a part of the Sports Car Championship Canada and the Emzone Radical Cup Canada, and we look forward to the exciting races that will continue to be on Michelin tires.”

About Michelin North America, Inc.

Michelin, the leading mobility company, is working with tires, around tires and beyond tires to enable Motion for Life. Dedicated to enhancing its clients’ mobility and sustainability, Michelin designs and distributes the most suitable tires, services and solutions for its customers’ needs. Michelin provides digital services, maps and guides to help enrich trips and travels and make them unique experiences. Bringing its expertise to new markets, the company is investing in high-technology materials, 3D printing and hydrogen, to serve a wide variety of industries — from aerospace to biotech. Headquartered in Greenville, South Carolina, Michelin North America, Inc. has approximately 23,000 employees and operates 34 production facilities in the United States and Canada. (michelinman.com)

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About FEL Motorsports

FEL, the parent company of FEL Motorsports, has over three decades of experience in the automotive event industry working within Canada and the U.S. By combining the expertise gained from working with luxury automotive brands with some of Canada’s most experienced motorsport personnel, FEL Motorsports executes premium race event weekends at tracks in Ontario and Quebec.

FEL (Franczak Enterprises Canada Ltd.) has been a long-time supporter of Canadian drivers and teams. FEL was James Hinchcliffe’s very first sponsor in Formula BMW. FEL has also supported such Canadian drivers as James Vance, Daniel Morad, Scott Hargrove, Stefan Rzadzinski, Michael Adams, Zach Robichon and others. FEL is also a proud sponsor of the #9 plaid Pfaff Motorsports Porsche 911 in its IMSA GTD effort.

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