

For Immediate Release

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Omologato announced as Official Timepiece of FEL Motorsports

UK-based motorsport watchmaker enters the Canadian market with FEL Motorsports

ST. CATHARINES, ON (November 06, 2023) – FEL Motorsports is excited to announce a new multi-year partnership with Omologato. Starting in 2024, Omologato will be the Official Timepiece of the Sports Car Championship Canada (SCCC) and Radical Cup Canada (RCC) presented by Michelin.

UK-based and with over 25 years of experience, Omologato has aligned closely with the motorsport customer, connecting fans and enthusiasts with sleek designs, manufactured for utility, class, and an eye for speed. FEL Motorsports is proud to be the latest addition to #TeamOmologato which features an impressive list of partners including Autodromo Nazionale di Monza, the British F4 Championship, Chip Ganassi Racing, and more.

"After meeting Shami at the Honda Indy Toronto this year and then again at the RAC Club in London I knew that Omologato was a great fit for FEL Motorsports. Shami and I are cut from the same cloth, we both absolutely love motorsports and are doing what we do to give back to the sport. I am looking forward to a long relationship with Shami and Omologato - I can't wait to see where this relationship goes," said FEL Motorsports President Chris Bye.

Omologato brings high-quality timepieces at an affordable price to those who live for motorsport. Every watch features motorsport-inspired designs from all eras and categories of racing heritage, handmade in Japan with some assembled in England.

"Canada is a massively important country for sales for us and finding the right partnership was paramount to help elevate our brand," said Omologato founder Shami Kalra. "I'm delighted to be partnering with FEL Motorsports and know the fit for both of us will be very successful," he continued.

Further partnership details will be released in the coming weeks.

About Omologato

Omologato is a UK-based watchmaker founded in 2015 by Shami Kalra, a racer himself and lifelong motorsports aficionado. Omologato's unique blend of motorsport heritage, limited-edition offerings, and dedication to quality craftsmanship has made it a notable player in the world of motorsport-inspired watches. Whether you're a racing enthusiast or a watch collector, Omologato's timepieces offer a way to connect with the thrilling world of motorsport at a widely affordable price point.

About FEL Motorsports

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

For further information on FEL Motorsports visit felmotorsports.com

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