

For Immediate Release

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FEL Motorsports accelerates fan experience with launch of new online store powered by Shopify

High quality clothing, accessories, gift bundles, and limited edition products featured in new online store

ST. CATHARINES, ON (January 10, 2024) – FEL Motorsports is thrilled to announce the opening of its brand-new online store, offering enthusiasts and fanatics a digital shopping experience for premium motorsport merchandise. Powered by the leading e-commerce platform Shopify, the FEL Motorsports online store is the go-to destination for Sports Car Championship Canada (SCCC) and Radical Cup Canada (RCC) enthusiasts and fans of the FEL Motorsports brand.

The FEL Motorsports online store showcases a premium selection of items, including high-quality apparel from brands like Spyder, Travis Mathew, and Cutter and Buck. Current available products include stickers, apparel, trackside accessories, and more. One of the store's highlights is the introduction of limited edition products developed in collaboration with FEL Motorsports partners. These exclusive offerings provide fans a unique chance to showcase their passion for Canadian motorsports in a stylish, distinctive, and exclusive way. The store also features curated bundle packages with different tiers of products and discounts.

FEL Motorsports is committed to providing fans with the best in motorsports apparel and accessories, and this online store marks the start of an exciting journey. The merchandise catalog will continue to expand, offering even more options for fans to express their passion and support for the Canadian racing scene.

"We are thrilled to launch the FEL Motorsports online store and provide our fans with a seamless shopping experience for premium merchandise. From high-quality clothing to exclusive limited edition items, we aim to cater to the diverse tastes of our dedicated community," said Chris Bye, President of FEL Motorsports.

Visit the new FEL Motorsports online store today at www.felmotorsports.shop to explore the range of products. Join us in celebrating the thrill of racing and showcase your passion with style!

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 and watch the races on the [FEL Motorsports Youtube](#).

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