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Emzone renews title sponsorship of Radical Cup Canada presented by Michelin for 2024***The Canadian auto care company returns as RCC title sponsor for the fourth straight year***

ST. CATHARINES, ON (March 18, 2024) – FEL Motorsports and Emzone, a leading Canadian provider of automotive care and maintenance products, proudly announce the continuation of Emzone's title sponsorship for the Radical Cup Canada (Emzone RCC) presented by Michelin for the fourth consecutive year.

Emzone's title sponsorship will once again feature the popular "Big Bucket" auto care giveaway during each Emzone RCC race weekend. This initiative sees a prize bucket filled with Emzone's premium products handed out to a lucky Emzone RCC competitor through drivers meeting prize draws.

Chris Bye, President of FEL Motorsports, expressed his enthusiasm for the continued partnership with Emzone, stating, "We are delighted to have Emzone return as the title sponsor for the Emzone Radical Cup Canada in 2024. Their unwavering support has played a pivotal role in the success and growth of the series, making the brand an integral component of the series' identity."

Emzone's auto care product catalog, recognized throughout the FEL Motorsports paddock for its exceptional quality and performance, encompasses a comprehensive range of automotive care solutions. From high-performance lubricants and additives to detailing products, Emzone offers a diverse lineup catering to the needs of both casual drivers and racing professionals. Emzone's products can be conveniently purchased at major retailers such as Canadian Tire and Princess Auto, and online via Amazon.

Emzone's dedication to promoting automotive excellence extends beyond the race track, as they continue to develop and deliver innovative products that empower enthusiasts to achieve peak performance coupled with aesthetic brilliance. Catch the first round of the Emzone RCC presented by Michelin at Canadian Tire Motorsport Park on May 17-19. Purchase tickets on the CTMP website and watch live on the FEL Motorsports YouTube.

The following Emzone RCC races will be live streamed on the FEL Motorsports YouTube with replays broadcast on REV TV:

Race 1 & 2: Canadian Tire Motorsport Park, May 17-19

Race 7 & 8: Canadian Tire Motorsport Park, August 30-September 1

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, 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 prizing and prize money.

For further information on FEL Motorsports visit felmotorsports.com and shop merchandise at felmotorsports.shop and watch the races on the [FEL Motorsports YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8).

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