

For Immediate Release

Contact:

Chris Bye / cb@feldrives.com / 905.704.8585

Jessica Benevides / jb@feldrives.com / 905.401.1138

FEL Motorsports announces 2-year partnership with Advanced SimRacing

North America's top racing simulation manufacturer and retailer joins FEL Motorsports as Official Sim Racing Partner

ST. CATHARINES, ON – July 4, 2024 – FEL Motorsports is thrilled to announce a new partnership with Advanced SimRacing (ASR), the industry leader in professional and commercial sim racing equipment. Advanced SimRacing becomes the Official Sim Racing Partner of FEL Motorsports for the 2024 and 2025 seasons. This partnership brings curated products, experiences, prizes, and more to our racing community, both competitors and fans alike.

The FEL Motorsports community will benefit from a 5% discount code (FELDRIVES5) on all ASR-manufactured products available on their website. Additionally, numerous prize opportunities will be available to our fans and participants through giveaways and driver awards. Sim Racing is a terrific way to enter the motorsports world with a minimal budget. One objective of the ASR-FEL Motorsports partnership is growing the Canadian racing community by introducing new fans and potential competitors to FEL Motorsports through the Sim Racing space. Online championships with significant prizeing are another avenue being explored to engage and grow our audience using the Sim Racing platform.

First-place finishers across all races and classes in both series will be rewarded with a \$1,000 online store voucher for D-BOX products. D-BOX motion and haptics systems stand out as the premier option for professional drivers globally, and they hold the distinction of being the sole haptic technology endorsed by the FIA. Moreover, four official FEL Motorsports licensed curated simulator configurations will be made available for professional-grade home training.

A highlight of this partnership is ASR's title sponsorship of all FEL Motorsports races at this year's Ontario Honda Dealers Indy Toronto. **"The Advanced SimRacing Street Sprints in the 6ix"** will feature an on-site sim racing experience where the most advanced simulator configuration will be showcased for FEL Motorsports drivers and teams. The on-site sim experience is set to appear at additional events this season, with announcements forthcoming.

"We are delighted to welcome Advanced SimRacing as our Official Sim Racing Partner. Sim Racing is an area of motorsport which we have been looking to dip our toes into for a while now, and to do so with such an established brand and industry leader is incredibly exciting," said Jessica Benevides, Manager of FEL Motorsports. "Their commitment to quality and innovation aligns perfectly with our mission to support and grow the Canadian motorsports community."

Marc-André Ladouceur, Co-owner & Chief Marketing Officer of Advanced SimRacing, expressed his excitement regarding the partnership. Ladouceur stated, "Our ultimate goal as a team of racing simulation specialists is to bring credibility to our trade and technology. What better way than partnering with fellow Canadian organization FEL Motorsports to showcase simulation excellence and demonstrate how proper training with top-tier equipment can translate to on-track performance and success. We strongly believe racing simulation represents an important part of motorsports' future and we are looking to premier partners such as FEL Motorsports to help bring this vision to life in the coming years. By working with the organization, its leaders, teams, engineers and drivers, we hope to extend our reach and further define the immense value of racing simulation for professional-grade training."

Further details and news regarding the aforementioned activations will be released soon. The first major showcase of this partnership will take place July 19-21 at the **"Advanced SimRacing Street Sprints in the 6ix,"** during the Ontario Honda Dealers Indy Toronto.

About Advanced SimRacing

Advanced SimRacing is a leading manufacturer of high-end racing simulators, offering top-quality equipment and solutions for both professional and amateur racers. Their products are designed to deliver an authentic and immersive racing experience, enabling drivers to train and compete at the highest level.

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 prizeing and prize money.

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

 @felmotorsports

 @felmotorsports

 www.felmotorsports.com

 FEL Motorsports