

For Immediate Release:

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FEL Motorsports and Bryan Herta Autosport Unite to Accelerate Canadian Motorsport Talent***Selected TCR/TCA Driver From 2025 SCCC presented by Michelin to Earn Exclusive Test in Hyundai Elantra N TCR***

ST. CATHARINES, ON (February 4, 2025) — FEL Motorsports is proud to announce an exciting partnership with Bryan Herta Autosport (BHA) that will provide a transformative opportunity for one talented driver competing in the 2025 Sports Car Championship Canada (SCCC) presented by Michelin. The collaboration underscores FEL Motorsports' commitment to fostering the next generation of Canadian motorsport talent, specifically within the realm of sports car racing.

One standout TCR or TCA driver from the 2025 SCCC presented by Michelin will be selected to participate in a test with Bryan Herta Autosport, driving the championship-winning Hyundai Elantra N TCR. This test is a gateway to the international stage, showcasing how the SCCC presented by Michelin serves as a direct Canadian pathway to the IMSA paddock—a trajectory proven by Canadian drivers such as Dean Baker, Justin Di Benedetto, Gavin Sanders, LP Montour, Travis Hill, Nick Looijmans, Connor Attrell, Bob Attrell, Megan Tomlinson, Ron Tomlinson, and Ed Killeen, all of whom transitioned from the SCCC presented by Michelin to compete in the IMSA Michelin Pilot Challenge.

The selected driver will be chosen based on a range of criteria, including their on-track potential, professionalism, and overall development as a racing driver—not solely championship standings. This ensures that the opportunity highlights and supports a truly exceptional and deserving individual.

"This partnership with Bryan Herta Autosport is an incredible milestone for FEL Motorsports and the Sports Car Championship Canada presented by Michelin," said Chris Bye, President of FEL Motorsports. "Our goal has always been to provide Canadian drivers with opportunities to advance their careers, and this collaboration is a clear example of how we're delivering on that promise. We're thrilled to work with Bryan Herta and his team to give a deserving driver the chance to showcase their talent on an IMSA level."

Bryan Herta, founder and president of Bryan Herta Autosport, expressed his enthusiasm about the partnership stating, "Canadian drivers have always played an important role in all forms of top-level auto racing, and we are proud to partner with FEL Motorsports to help identify and promote the next generation of talent coming from our neighbours to the North. I look forward to following this season's TCR and TCA action closely in the 2025 SCCC presented by Michelin series as we strive to give one talented racer a helping hand towards the next level of their career."

The test will enable the selected driver to experience the professionalism, pace, and pressure of an IMSA-caliber team, providing invaluable insight into what it takes to succeed on one of the most competitive stages in motorsport.


About Bryan Herta Autosport

Founded by two-time Indianapolis 500-winning team owner Bryan Herta, Bryan Herta Autosport (BHA) has established itself as a dominant force in North American sports car racing. The team is the official factory partner for Hyundai Motorsport in the United States, fielding a fleet of Hyundai Elantra N TCR cars in the IMSA Michelin Pilot Challenge. Renowned for their commitment to driver development and technical excellence, BHA has secured multiple championships and continues to set the benchmark for success in North American TCR racing.

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

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