

For Immediate Release:

Contact:

Chris Bye / cb@felldrives.com / 905.704.8585Peter Lockhart / pl@felldrives.com / 647.990.2299**Reigning 2024 Nissan Sentra Cup Champion Valérie Limoges joins the Sports Car Championship Canada presented by Michelin for 2025*****FEL Motorsports Launches 2025 Diversity Program***

ST. CATHARINES, ON (March 18, 2025) — FEL Motorsports is thrilled to announce that accomplished Canadian racer Valérie Limoges will join the 2025 Sports Car Championship Canada presented by Michelin. Limoges, recently crowned 2022 and 2024 Nissan Sentra Cup Champion, will compete behind the wheel of an FEL Motorsports Hyundai Veloster Turbo TCA car as part of an exciting new diversity program.

The new diversity program has been developed by FEL Motorsports in collaboration with Michelin Motorsport and other key industry partners, who will be announced in the coming weeks. This initiative is designed to foster inclusion and provide high-level racing opportunities for diverse drivers and crew members in Canadian motorsports. Limoges will be paired with another soon-to-be-announced female driver, reinforcing the program's commitment to advancing diversity within the sport.

The two-car effort will be operated by MD Autosport, a Toronto-based race team led by Mathieu Deschamps. An IMSA championship-winning crew member and current Ford Multimatic Motorsports team member in the IMSA WeatherTech SportsCar Championship, Deschamps brings a wealth of experience and expertise to this new program.

"I am incredibly excited to be part of this new chapter in Canadian motorsport with FEL Motorsports," said Limoges. "This program is an amazing opportunity to showcase talent, break barriers, and inspire the next generation of female racers. I can't wait to hit the track and push for success with MD Autosport."

FEL Motorsports President Chris Bye emphasized the significance of this initiative, stating, "We believe motorsport should be a space where talent and passion define success. This program is about creating meaningful opportunities for diverse drivers and team members in racing and demonstrating that Canadian motorsport is committed to growth and inclusivity. Valérie Limoges is an outstanding driver, and we are proud to have her lead this effort."

Additional details, including the second driver, will be announced soon. The 2025 Sports Car Championship Canada presented by Michelin promises to be a thrilling season, and FEL Motorsports is eager to see the program make an impact both on and off the track. FEL Motorsports is extremely grateful for the support of Michelin Motorsport as one of the primary partners fueling this exciting new program.

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

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