

For Immediate Release:

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Emzone Auto Care to remain title sponsor of Emzone Radical Cup Canada presented by Michelin for the 2026 season***Leading Canadian auto care brand extends title sponsorship for sixth consecutive season***

ST. CATHARINES, ON (February 19, 2026) — FEL Motorsports is pleased to announce that Emzone Auto Care has signed on as title sponsor for a sixth consecutive season of the Emzone Radical Cup Canada presented by Michelin.

The long-standing partnership, which began midway through the 2021 season, has become a cornerstone of the series' continued growth and long-term success, reinforcing Emzone's commitment to supporting Canadian motorsport, teams, and drivers.

Emzone's continued involvement has played a significant role in strengthening the foundation of Canada's premier prototype racing championship. As the Emzone Radical Cup Canada presented by Michelin continues to evolve and expand, the partnership remains instrumental in delivering professional, competitive race events while maintaining a strong focus on accessibility and driver development within the Canadian motorsport landscape.

"We are very proud to have Emzone return as title sponsor for a sixth consecutive season," said Peter Lockhart, Series Manager at FEL Motorsports. "Their commitment to the series has been unwavering, and their involvement goes well beyond branding. Emzone products are used by teams throughout the paddock, and their continued support through product prizing and engagement with competitors adds meaningful value to every race weekend."

Raffi Nalbandian, President of Emzone Auto Care, also expressed his enthusiasm for continuing the partnership. "Emzone is proud to return as the title sponsor of the Emzone Radical Cup Canada presented by Michelin for the 2026 season. Racing and performance are at the heart of who we are, and we are especially proud to support young drivers by helping provide access to competitive opportunities, resources, and meaningful exposure as they develop their careers. This partnership reflects a shared belief that investing in emerging talent is essential to the future of motorsport. We wish all the racers and their teams the very best for the 2026 season and look forward to being trackside to experience another year of exciting competition."

The Emzone Radical Cup Canada presented by Michelin remains a key pillar of FEL Motorsports' racing platform, delivering high-level prototype competition while serving as a proven development pathway for drivers aspiring to progress through the motorsport ladder.

About Emzone

Emzone is a premium automotive care brand, proudly manufactured in Canada, with over two decades of industry experience. With a strong focus on innovation and product development, Emzone products are engineered to deliver high performance and quality for automotive maintenance, detailing, and A/C systems. Endorsed by mechanics, trusted by professionals, and embraced by DIY consumers alike, the Emzone product lineup includes automotive, computer care, household care, air horns, and industrial products. Emzone products are available through distributors and major retail chains, as well as independent stores across Canada and the United States.

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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