



Canadian Tire today announced a long term partnership with Mosport International Raceway in Bowmanville, Ontario. The track will be renamed Canadian Tire Motorsport Park. As part of a commitment to further establishing itself as Canada's automotive authority, Canadian Tire is increasing its investment to support motorsports in Canada through this partnership.

“As Canada’s largest automotive retailer, Canadian Tire has a long tradition of supporting auto racing and motorsports in Canada,” said Allan MacDonald, Senior Vice President, Automotive. “Canadian Tire is excited to give back to the racing community by working with Mosport International Raceway to improve this racing landmark in Canada and create an enhanced experience for both drivers and fans.”

Canadian Tire Motorsport Park is home to some of the biggest races in Canada, hosting the only Canadian stop for North America’s premiere sports car championship – the American Le Mans Series. The facility will also host two races in the 2012 NASCAR Canadian Tire Series.

“We are thrilled to partner with Canadian Tire, an important supporter of Mosport and auto racing fans for many years. Together we’re building a world-class facility that will draw racing enthusiasts and grow our fanbase which continues to evolve year over year,” said Myles Brandt, President and General Manager of Mosport International Raceway.

New name for Mosport

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Support from Canadian Tire will continue to help upgrade the facility and improve the experience for spectators, participants, race teams and corporate partners. Spectators and fans will be able to see the improvements first-hand at the Victoria Day SpeedFest Weekend, which also kicks off the start of the NASCAR Canadian Tire Series.

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