



PRESS RELEASE

THE ORIGINAL INDEPENDENT SNOCROSS TEAM

Tim Tremblay Sets The Tone With Win At Hay Days



Aurora, Minn. (September 13, 2016) - The Hay Days Snowmobile Expo held just outside the Twin Cities metro has long been recognized as the kickoff to the snowmobile season. The 50th Annual event, which featured perfect fall weather and a reported 50,000 plus attendees, is one of our favorite gatherings to interact with fans and promote our marketing partners.

The snocross season does not officially begin until Thanksgiving weekend, but that didn't stop Tim Tremblay from notching his first win of the season in the third annual AMSOIL Trike Challenge in which professional racers from the AMSOIL Championship Snocross tour battle on over-sized tricycles to earn free entry fees for the season.

Both Tremblay and Lincoln Lemieux were on hand Saturday to sign autographs in the Ski-Doo display, where consumers has a chance to meet the riders and preview the full lineup of 2017 trail and mountain sleds. The team also had a presence in the large Straightline Performance booth with our popular Quick Change Challenge in which fans used Milwaukee Power Tools to swap out a Woody's carbide runner on a C & A Pro Ski to earn prizes for the fastest time of the day.

The 2017 tour schedule was also released at Hay Days and we are excited to have two new venues on the calendar. The second weekend of racing will take place in Winter Park, Colorado, while the penultimate weekend will take place at Sundown Ski Resort in Dubuque, Iowa.

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