



CSRA Welcomes Pennzoil as The "Official Oil" Sponsor of The 2024 Canadian Snowcross Racing Championships

TORONTO - October 19, 2023 - The Canadian Snowcross Racing Association (CSRA) is pleased to announce a new relationship with Pennzoil which will be recognized as the "Official Oil" of the CSRA Canadian Snowcross Racing Championships.

Beginning with the 2024 race season, Pennzoil will be showcased on trackside branding at Snowcross events in Eastern Canada and onsite with displays featuring its innovative offerings for outdoor enthusiast vehicles, including Pennzoil Snowmobile Premium Plus 2-stroke oil, as well as its ATV/UTV Premium Plus Full Synthetic Engine Oil.

"CSRA is excited to have Pennzoil onboard for the 2024 race season," said Ken Avann, CSRA President. "Pennzoil's high-quality products are used by some of the world's elite motorsports racing teams and will also benefit CSRA's professional and amateur participants. CSRA racers and mechanics understand the importance of using premium lubricants in their high-performance race vehicles and tow haulers in the summer heat, as well as in Canada's extreme cold winter conditions."

Pennzoil joins Royal Distributing, Snap-on Tools, Ultimax Belts, and FXR Race Apparel as exclusive "Official" product sponsors of the Canadian Snowcross Racing Championships.

"Teaming up with CSRA demonstrates our commitment to powering the passion of outdoor enthusiasts who genuinely love the thrill of competition," said Bree Sandlin, Vice President of Lubricants Marketing, North America. "The Canadian Snowcross Racing Championships provide a strong platform to help us further drive meaningful connections with this community, while also demonstrating the quality of our premium lubricants formulated for outdoor equipment. We look forward to an action-packed 2024 season."

About Pennzoil:

Innovating since 1913, Pennzoil is passionate about driving the future and relentlessly works to help transform the motor oil category. Pennzoil Synthetic motor oil gives you unsurpassed engine protection. Pennzoil is the most trusted motor oil brand in America and is backed by our 500,000-mile Pennzoil Lubrication Limited Warranty.

For more information about the full line of Pennzoil lubricating products, motor oils and filters, please visit www.pennzoil.com.

About CSRA:

The Canadian Snowcross Racing Series is the premium snowmobile racing circuit in Canada and the oldest snowcross racing circuit in North America.

CSRA strives to bring sponsors, racers, manufacturers, and racing fans the most organized, visible circuit in the industry. Snowcross is today's most popular form of snowmobile racing. With its high-flying aerial displays and compact track design, competitors race around tracks that feature tight turns, banked corners, and a variety of jumps allowing racers to catch "big air" in full view of spectators.

From January thru to April, the CSRA travels to key powersports markets with its travelling race circuit. The CSRA race series includes (18) racing classes for Snowmobiles and UTV Off Road Vehicles.

For additional CSRA information, visit www.snowcross.com.