

# DAYCO HP/HPX/XTX

## SPONSORS 120 RACE FOR 15<sup>TH</sup> CONSECUTIVE YEAR

At the 30<sup>th</sup> Annual Toronto International Snowmobile, ATV & Powersports Show  
October 20, 21, 22, 2017 – International Centre

**Toronto, Ontario (Sept 18, 2017):** More big news flows from the Industry's leading Powersports Show, the 30<sup>th</sup> Annual Toronto International Snowmobile, ATV & Powersports Show (TISAPS), as it's announced that DAYCO HP/HPX/XTX will be the title Sponsor for Dayco 120 race held at the show for the 15<sup>th</sup> consecutive year at the Toronto International Centre, October 20-22, 2017.

The long lasting Dayco sponsorship of 15 years speaks volumes on the quality of TISAPS, and is the perfect platform for a company targeting both snowmobile and ATV enthusiasts. Year after year, exhibitors such as Dayco exhibit at the show to meet their customers and potential customers.


The Dayco HP/HPX/XTX 120 snowmobile race will be held in the Hall 4 Events hall and the track will be filled with jumps, bumps and obstacles that these racers have grown up on. Many of the original racers dating back to the early 2000s have successfully moved through Snowcross racing classes into the Pro Open and Pro Lite ranks across North America. TISAPS invites these beginner racers to center stage, making each and every one of them stars of the track. Show Attendees line the grandstands to capture a view of the entire track and hopefully take home some free swag from the OSM Girls.

The Dayco HP/HPX/XTX 120 Races are scheduled to run on Saturday October 21 and Sunday October 22, 2017 at the show. Every racer receives a trophy for his or her racing effort. This event has always been a fan favourite. Celebrity flaggers are always on hand during the finals on both Saturday and Sunday; past celebrity flaggers have included; Levi Lavalle, Blair Morgan, Heath Frisby, Joe Parsons, Chris Burandt, and Iain Hayden.

"Dayco has sponsored the Dayco 120 race at the TISAPS for the past 14 years, and we're proud to have built such a long lasting partnership with an amazing group like Dayco." Commented Richard Kehoe, Marketer Shows Inc. "We'd like to thank ALL of the racers that have taken part in the Dayco 120 Race over the last 14 years and of course the industry celebrity flaggers. It has been amazing to watch so many of them grow up on the track. We're looking forward to watching many more racers grow up in the years to come."

Stay tuned... More news will be announced in the weeks to come.

Presented by On Snow Magazine, ATV WORLD Magazine, and Snowmobiler Television, the 30<sup>th</sup> Annual TISAPS will hit the International Centre, October 20-22, 2017, planning is already underway... TISAPS is one of the most interactive and family friendly shows, offering a live indoor entertainment/stunt/freestyle area featuring more snowmobiles, ATVs and motocross bikes, all aspects of Snowmobiling and ATV'ing at one place, and at one time, only at the International Centre where parking is free!

Free Parking Sponsored by 

With more things to do and more things to see, powersports enthusiasts come from around the world. Don't miss The WORLDS Largest Snowmobile, ATV & Powersports Show... Mark your calendars now!

**Advanced Tickets are ON SALE NOW... Save \$3.00.**

[www.torontosnowmobileatvshow.com](http://www.torontosnowmobileatvshow.com)

**October 20, 21, 22, 2017** - For more information, to purchase advanced tickets, or to be an exhibitor at the show, please call **1-888-661-SHOW (7469)** or email [info@torontosnowmobileatvshow.com](mailto:info@torontosnowmobileatvshow.com) or visit us online.