



FXR Increases Support of Snow Racing Programs For 2018-19

FOR IMMEDIATE RELEASE



Winnipeg, Manitoba (August 14, 2018) - Founded on the snocross tracks of northern Minnesota and in the cross-country ditch lines connecting the Canadian and American borders, racing has always been a core component of FXR. For 2018-19 the Winnipeg, Manitoba-based company is expanding its ongoing support of snowmobile racing as the official clothing company of series across North America.

FXR has a long history as the clothing brand of choice for riders, fans and staff of the International Series of Champions and our support of the world's premier snocross series has nearly doubled this year. We have also renewed our commitment to the the sport in the eastern portion of the snowbelt, with the East Coast Snocross (ECS) series in the U.S. and the Canadian Snowcross Racing Association (CSRA) in Canada.

In addition to snocross where our Cold Cross Race Ready jacket is the outerwear of choice, we have formed a new partnership with the United States Cross-Country (USXC) series where our full line of consumer jackets, pants, helmets and gloves will be tested in the most extreme trail riding conditions on earth.

To learn more about the full line FXR snowmobile gear and accessories, see your local dealer or go to:

www.fxrracing.com



