



PRESS RELEASE



Off-road vehicles: 20,000 visitors expected at the 2009 Motorized Recreational Sports Show

Montréal, October 13, 2009 – The Motorized Recreational Sports Show (SSRM) is the fall gathering of all motorized sports enthusiasts. The SSRM affords the opportunity to see snowmobiles, quads/ATVs, and motorbikes, all under the same roof. Visitors also benefit from the presence of the clothing, accessories and trailer manufacturers, the tourist associations, hostel and hotel representatives, and much more. The SSRM remains the only event of this type in Québec that attracts thousands of enthusiasts.

For the 10th edition of the SSRM, several activities will be held to celebrate this anniversary, namely the following:

- **Mechanical workshops:**
 - The famous **Lamtrac G-Force One, the fastest snowmobile in the world**. Recently back from the Salt Flats of Bonneville where they competed on the G-Force One with the fastest cars and motorbikes in the world, the members of the Lamtrac G-Force One team will be on site to share their accomplishments.
 - The QUIETS team of Montréal's École de technologie supérieure (ETS) will stage a presentation on their participation in the Clean Snowmobile Challenge, an annual event where teams of engineering students compete to **build a green and efficient snowmobile**.
- **Exhibitions:** A group of antique snowmobile collectors in Québec, called the Regroupement des Collectionneurs de Motoneiges Antiques du Québec (RCMAQ), will offer an exhibition of the main snowmobiles that contributed to making the industry what it is today. In addition, several pilots from the SCM (Super Compétitions Motorisées) racing circuit will be on hand with their vehicles.
- **2010 snowmobile models:** The four largest manufacturers (Arctic Cat, BPR/Ski-Doo, Polaris, and Yamaha) will be on site with their 2010 models. All the new 2010 models, including performance, touring, mountain, and utility models, will be presented.

Quad lovers will also have the opportunity to discover the new vehicles offered by the manufacturers present at the show: from Arctic Cat to Yamaha, from Kawasaki to KTM. Fashion shows will highlight the most amazing new products in the world of clothing for motorized sports enthusiasts.

PLACE	SCHEDULE
Centre de foires	October 16, 2009: 4 p.m. to 10 p.m.
250, boul. Wilfrid-Hamel	October 17, 2009: 10 a.m. to 9 p.m.
Québec (Québec) G1L 5A7	October 18, 2009: 10 a.m. to 4 p.m.

Marcel Bouchard is the official spokesperson for the event. The SSRM is presented by **insurance program MaxNeige, insurance company Aviva Élite, and VISA Desjardins**, in collaboration with the **Journal de Québec, FM93 and TVA**. The FCMQ is the sole owner and organizer of the Motorized Recreational Sports Show.

About FCMQ: The Québec Federation of Snowmobile Clubs (FCMQ) strives to further the development and promotion of the practice of snowmobiling. The Federation's affiliated clubs manage the sale of trail permits for Québec's 33,000-kilometer trail network, and see to its development, planning, maintenance, signposting, and safety.