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**FOR IMMEDIATE RELEASE**

**MAKITA INDUSTRIAL POWER TOOLS JOINS WARNERT RACING SNOCROSS TEAM**

**Pioneering snocross "superteam" has captured five season championships since 1999**

**November 26, 2014, La Mirada, CA –** Makita® Industrial Power Tools has joined BRP’s Ski-Doo brand as an official sponsor of the Warnert Racing Snocross Team in AMSOIL Championship Snocross Series. The debut of the Makita-backed Warnert Racing team will be at the Amsoil® Duluth National at Spirit Mountain in Duluth, MN, November 28-30.

Warnert Racing is a premier team in professional snocross snowmobile racing and one of the sport’s pioneering “superteams.” Warnert Racing was formed in 1999 and has been a consistent contender with five season championships in AMSOIL Championship Snocross, the featured national series within International Series of Champions (ISOC) snocross racing.

“It only makes sense for Makita to partner with the factory-backed team that’s dedicated to winning snocross championships, and has the trophies to prove it,” said Brent Withey, director of brand marketing, Makita USA. “We know what goes into making these quality racing machines because Makita power tools can be found on the assembly line where Ski-Doo snowmobiles are manufactured. Warnert Racing mechanics also depend on Makita tools in the race shop and on cold race days. We are looking forward to working with such a top-shelf team.”

”Makita Power Tools manufacture the best products available for work in any conditions, especially cold weather,” stated Mark Warnert, co-owner of Warnert Racing. “And their involvement in racing has always been at the top level, with the top teams so we’re honored and excited to be working with them.”

”The Makita name is well known in racing circles for both their hard working tools and their involvement with successful teams,” adds Sébastien Thibault, racing manager, Ski-Doo Snowmobiles. “It’s great to have them on board and I look forward to working with their team. “

Warnert Racing is entering the 2014-15 season with some of the top talent in the sport. Warnert recently signed two-time Swedish Pro Lite Champion John Stenberg. Stenberg, of Lofsdalen, Sweden joins countryman Johan Lidman, a Swedish snocross champion.

Snocross is similar to motocross in the style of racing on closed circuits of varying shapes and sizes containing high-flying jumps, bumps and corners in both directions. The racing is close quarters with the riders rarely seated because of the rough conditions and speeds up to 65 mph. The 2014-15 season runs through March and includes national broadcast coverage on CBS Sports.

**About Makita**

Makita® is a worldwide manufacturer of industrial quality power tools and outdoor power equipment, and offers a wide range of industrial accessories. Makita utilizes leading-edge technology and innovation to engineer tools that are more compact with less weight yet deliver industrial power and results. Makita's extensive line of cordless lithium-ion tools includes 18V LXT® Brushless Lithium-Ion, 18V Compact Lithium-Ion, and 12V max Lithium-Ion. Other best-in-class products include rotary and demolition hammers and saws equipped with Anti-Vibration Technology (AVT®), MM4® 4-Stroke engine power equipment, Super Joint System - SJS® grinders, miter saws engineered with Deep and Exact Cutting Technology (DXT®), Impact GOLD®, the New Gold Standard in Impact Driving, and more. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network located throughout the U.S. For more information, call 800/4-MAKITA (800/462-5482) or go to makitatools.com. Follow Makita: facebook.com/makitatoolspage, twitter.com/makitatools, youtube.com/makitapowertools, instagram.com/makitatools. The MAKITA TEAL COLOR is the trade dress of Makita Corporation and is protected under common law and registered with the U.S. Patent and Trademark Office. The Makita Black & White color combination is the trade dress of Makita Corporation and is protected under common laws and registered with the U.S. Patent and Trademark Office.

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