For Media Inquiries Contact

Wayne Hart, Communications Manager

Email: whart@makitausa.com

For Consumer Inquiries Contact:

Phone: (800)4-MAKITA

Website: makitatools.com

Facebook: @makitatools

Twitter: @makitatools

Instagram: @makitatools

YouTube @makitapowertools

**FOR IMMEDIATE RELEASE**

**Makita joins BRP Ski-Doo as sponsors of Warnert Racing, one of snocross racing’s top teams.**

**MAKITA RETURNS TO SNOCROSS AS TEAM SPONSOR WITH WARNERT RACING AND BRP SKI-DOO**

**Snocross racing opens this weekend in Duluth, MN**

**November 22, 2017, La Mirada, CA –** Makita® U.S.A., Inc. has returned as a sponsor of one of snocross racing’s top teams, joining BRP Ski-Doo as official sponsors of Warnert Racing. The Makita-backed team will compete in the International Series of Champions (ISOC) snocross racing.

The Tour begins this weekend at Spirit Mountain in Duluth, MN and includes eight races through March at closed course tracks from New York to Idaho. Fans will enjoy coverage on the CBS Sports Network beginning in December.

“We’re excited to partner with proven winners in championship snocross racing,” said Brent Withey, director of brand marketing, Makita U.S.A. “As a returning sponsor, we know that Makita customers come out in big numbers and support snocross, so this partnership allows us to reach these fans off the job site. And it’s more than a team sponsorship as we’re working on a range of initiatives with Warnert and BRP, so stay tuned.”

“Warnert Racing takes pride in aligning with the best in the business,” said Mark Warnert, co-owner of the team. “Makita is the global leader in innovation, so they bring the world’s best power tools for our crews. Makita gives our technicians the tools they need, even in the worst conditions.”

**Talented Racers Ready for 2017-18 Season**

Warnert Racing enters the 2017-18 season with new racing talent. Adam Renheim #311 of Sweden brings three World Championships, seven Swedish Championships and a Winter X Games Silver Medal to the Pro-Open Class. Max Taillefer #144 of Laval, Canada will compete in the Pro-Lite Class. Max won his first Pro race in 2007, with podium finishes and a wealth of racing experience that includes the ISOC Nationals, CSRA Nationals, and the Winter X Games.

**Sponsorship Extends Beyond the Race Track**

Makita’s sponsorship presence will extend beyond the race track. Makita will be integrated into all races in the 2017-18 season with on-site activation that will include demonstrations and displays, allowing snocross race fans to see the very latest in Makita innovation. Makita is also extending snocross racing to dealer partners with race day hospitality, access to the pits and exclusive branded gear. Dealers can arrange in-store appearances by Warnert Racing team racers.

In addition, Makita teamed up with fellow sponsor BRP/Ski-Doo Corporation to offer fans a chance to win a Makita Edition 2018 Ski-Doo MXZ X-RS 850 E-TEC Snowmobile, and Makita’s latest innovation in 18V X2 LXT (36V) cordless tools and power equipment. The Winter Blast Sweepstakes opens on Thanksgiving Day and runs through the end of February. Details at makitatools.com/promos/sweepstakes

**High-Flying Jumps, Bumps, and Corners**

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. Warnert Racing will compete in the 2017-18 short course racing tour that brings high-powered sleds with intense competition to challenging, fan friendly tracks. The 2017-18 season runs through March and includes national broadcast coverage on the CBS Sports Network.

**About Makita**

Makita is a worldwide manufacturer of industrial power tools, pneumatics and power equipment, and offers a wide range of industrial accessories. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network throughout the U.S. Call 800/4-MAKITA or visit makitatools.com. Find Makita on Facebook, Twitter, Instagram and YouTube @makitatools

-###-