



PRESS RELEASE
(For immediate diffusion)

DUMOULIN COMPÉTITION SIGNS A **TWO-YEAR PARTNERSHIP WITH WEATHERTECH CANADA**

Louis-Philippe Dumoulin wins honors during the NASCAR Champions' Week

Trois-Rivières (Québec, Canada), **December 17, 2014** – Negotiations for the partnership with **WeatherTech Canada** were ongoing since the crowning of Louis-Philippe Dumoulin as the 2014 Champion in the NASCAR Canadian Tire series on September 20th, 2014. Last weekend, during the celebrations of the NASCAR Night of Champions in Charlotte, North Carolina, it was with great enthusiasm that Tony Page, president of **WeatherTech Canada**, has announced an agreement was concluded for the 2015 and 2016 seasons.

“**WeatherTech Canada** is very proud of our association with Dumoulin Competition and LP Dumoulin. When we started discussing next season, we all felt it would make sense to extend the agreement for two seasons. With the paperwork out of the way, the race team can move forward to improve, as they will be looking to defend their title against a competitive and aggressive field in Canadian NASCAR”, share Tony Page and Joe Magri, coowners of **WeatherTech Canada**.

“After only three full seasons, we won the championship. **WeatherTech Canada** has been our major partner for three years, and we now sign this agreement for two additional years with them. It’s an incredible feeling that demonstrates the good performance of our logistics team at Dumoulin Compétition, as well as the fantastic work of our prep team, King Autosport. **WeatherTech Canada** has seen the entrepreneurial advantages in sponsoring the team and it’s a win-win situation for both parties. It’s up to us to demonstrate once again that it was the right decision,” explains the enthused driver of the #47 Dodge **WeatherTech Canada** / Bellemare Group.

Celebrations of the NASCAR 2014 Champions (Charlotte, North Carolina, United States – Dec. 10-13)

Last week was punctuated by multiple events, notably occurring at the NASCAR Hall of Fame (www.nascarhall.com), during which the Quebecer was welcomed as a Champion. The celebrations have also given way to the awarding of multiple trophies, the most prestigious of which were awarded to Louis-Philippe Dumoulin:

- Becomes the first Trifluvian to see his **name immortalized in the NASCAR Hall of Fame**. Where the name of all series Legends have been written since 1948.
- Wins the Dodge Trophy awarded to the “**Best performing driver**”
- Wins the Mobil 1 Trophy awarded to the “**Driver of the Year**”
- **WeatherTech Canada** wins the “**Partners Trophy**”

“What an honor it is for me to unveil my name in the NASCAR Hall of Fame, right beside my idols that have marked the past. It was fantastic to receive these awards, and I’m especially proud for all the people that collaborated with us for the past several years, because as we’ve said multiple times, it’s a team championship, we’ve done this together,” explains the driver of the only all-Quebecer team to ever win a championship in the NASCAR Canadian Tire series.

Upcoming seasons

Winning the championship in the NASCAR Canadian Tire series is yet another door opened towards the future, and the possibilities are numerous. "We will not rest on our laurels because we now have a championship in hand and have signed a two-year deal. Our main objective is to defend our title in 2015 and 2016 with even more consistency and performance than during the 2014 season, and we wish to continue with our collaboration with King Autosport, the team directed by Martin Roy and crew chief Mario Gosselin. Discussions to take part in certain events on road circuits in the NASCAR Xfinity series [ex-Nationwide] are also underway," mentions a determined Louis-Philippe Dumoulin.

The 2014 holiday season

A sharing of kindness, friendship and joy
For you and your loved ones

Wishing peace amongst us and on earth

WeatherTech Canada designs, develops and produces high quality, digitally custom fit automotive accessories; including FloorLiners, All-Weather Floor Mats, Cargo Liners, TechLiners and No-Drill Mudflaps. All products are made in the USA on North American machinery and are sold to both end user consumers as well as car manufacturers. Engineers use the newest technology available to measure the geometric complexity of the vehicle ensuring a constantly perfect fit. **WeatherTech...** Where Technology and All Weather Protection meet! **Meet LP Dumoulin on www.weatherTech.ca.**

Group Bellemare: Competitive and dynamic, Thomas Bellemare's innovative and growing family team is ready to take on any challenge. With support from senior members and a qualified team of managers, the third-generation Bellemares are reaching new heights. Built upon a solid past, the company moves forward with an exceptional team of experts and seeks a select group of clients. Our clients continue to benefit from our wide variety of services that target a large number of sectors. As a result, our visibility is constantly on the rise. Working with the Bellemare team has become a measure of success. Start off right by choosing a winning team! www.groupebellemare.com

« Passion – Performance – Partnerships »

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WEBSITES / ADDITIONAL INFORMATION:

Meet Louis-Philippe Dumoulin at www.weathertech.ca

WeatherTech Canada : www.weathertech.ca/behindtech

Groupe Bellemare : www.groupebellemare.com/

Dumoulin Compétition : www.dumoulincompetition.com

King Autosport : <http://kingautosport.ca/>

DGM Racing : <http://www.mariogosselin.com/>

Série NASCAR Canadian Tire : http://hometracks.nascar.com/series/canadian_tire_series

NASCAR Hall of Fame : www.nascarhall.com

Facebook : <http://www.facebook.com/dumoulincompetition>

Twitter: @DumoulinDC / @DumoulinLP / @jf_dumoulin

Youtube : <http://www.youtube.com/user/dumoulincompetition>

2014 CHAMPION – NASCAR CANADIAN TIRE SERIES

- **It is the first time that a team made up entirely of Quebecers wins this championship.** King Autosport (<http://kingautosport.ca>), managed by Martin Roy (<http://martinroy90nascar.com>) and Mario Gosselin (<http://www.mariogosselin.com>), a crew chief recognized throughout North America have made this season a success.
- Louis-Philippe and Mario Gosselin (crew chief) wished to collaborate for years and the occasion presented itself in 2014. Martin Roy was looking for a consistent driver, a regular who could bring the car back in one piece after the race. Louis-Philippe was **THE** candidate to win the championship.
- Throughout the 2014 season **he has accomplished 5 podiums, including 2 victories** as well as **9 top-5s in eleven events** :

Two victories:

- Auto Clearing Motor Speedway (oval track - Saskatoon, Sask. July 16)
- Trois-Rivières Grand Prix (road circuit - Trois-Rivières, QC. August 10)

Five podiums:

- ICAR Circuit (road circuit – Mirabel, QC. July 6)
- Edmonton International Raceway (oval track – Wetaskiwin, Alb. July 6)
- Auto Clearing Motor Speedway (oval track - Saskatoon, Sask. July 16)
- Autodrome St-Eustache (road circuit – St-Eustache, QC. July 26)
- Trois-Rivières Grand Prix (road circuit - Trois-Rivières, QC. August 10)

Nine top-5s

- Canadian Tire Motorsport Park (road circuit – Bowmanville, Ont. May 18)
- Autodrome Chaudière (oval track – Vallée-Jonction, QC. June 14)
- ICAR Circuit (road circuit – Mirabel, QC. July 6)
- Edmonton International Raceway (oval track – Wetaskiwin, Alb. July 6)
- Auto Clearing Motor Speedway (oval track - Saskatoon, Sask. July 16)
- Autodrome St-Eustache (road circuit – St-Eustache, QC. July 26)
- Trois-Rivières Grand Prix (road circuit - Trois-Rivières, QC. August 10)
- Canadian Tire Motorsport Park (road circuit – Bowmanville, Ont. August 31)
- Barrie Speedway (oval track – Barrie, Ont. September 6)

Summary – Highlights in Louis-Philippe Dumoulin's career

- He has won the Gilles Villeneuve Trophy in 2014 and 2001. This trophy symbolizes the fighting spirit and on-track excellence of a Quebec-native driver throughout the season that just ended. **It is the first time that a recipient of the Trophy wins it twice throughout their career.**
- He has won, in 2013, **the only Ontarian event to this day** made up of an **all-Quebecer podium** (Canadian Tire Motorsport Park – NCATS series);
- He is the **only Canadian Canadian** who climbed on the podium in 2012 during the prestigious event of the **12 hours of Sebring** (2nd place - American Le Mans Series - GT3 Cup – WeatherTech Racing Team);
- He has won the title of **rookie of the year in 2011** in the NASCAR Canadian Tire series despite having **only participated in 8 races out of 13** (scoring four top-10s and two top-5s);
- He was crowned **Canadian champion in Formula Ford 1600** in 2002;
- He still owns the **record in Formule Ford 1600** for the highest amount of victories and pole positions in one season (2002).