



PRESS RELEASE

(For Immediate Release)

DUMOULIN COMPÉTITION AND ITS PARTNERS UNVEIL A SERIES OF SHORT VIDEOS SHOWCASING THEIR VALUES

Jean-François Dumoulin presents his partners for the season

Trois-Rivières (Québec, Canada), **May 11, 2015** – This morning, Dumoulin Compétition unveiled the content of its new campaign stating the primary motivator for Bernier Crépeau and Trois-Rivières Mitsubishi's continued involvement in the team: **the values they share**. Jean-François Dumoulin has also presented his major partners for the 2015 season of the NASCAR Canadian Tire series, and has officially unveiled the colors of his brand new #04 **Bernier Crépeau / Bellemare Group / MIA** cars.

Season after season, it is with the same eagerness that multiple partners renew their incredible support while new ones join the team. Jean-François and Louis-Philippe Dumoulin are known and recognized for their international success on the track, whether as racers or as racing instructors, because they've been able to leave their mark as honest men with strong family values.

Last March, thanks to the partnership with Motorsports in Action (MIA), **Jean-François Dumoulin announced that he will take part in six events of the NASCAR Canadian Tire series**. "Being assured of participating in six races before the beginning of the season is a first for me," shares the elder Dumoulin brother.

"From Bernier Crépeau to Trois-Rivières Mitsubishi and all of our partners, such as the Bellemare Group which has been present for several years, it's safe to say that it's a great family that my brother Louis-Philippe, Dumoulin Compétition, and I are forming. They've been supporting us in our racing projects for a long time and we are once again proud to represent them throughout Canada in the NASCAR Canadian Tire series this year. Ever since we were very young, our parents have taught us about the importance of teamwork, and helping each other is part of our daily lives. Teaming up with my brother and King Autosport, this year, is very fun. The family is growing," shares a smiling Jean-François Dumoulin.

This season, Bernier Crépeau Chrysler Fiat and Trois-Rivières Mitsubishi are offering you to hop into their vehicles with us to discover the story behind the success of the Dumoulin brothers.

"I've known the Dumoulins for a long time, and they've always shared their passion with the people of Trois-Rivières and everywhere else in the world with integrity. We're proud to be associated with Dumoulin Compétition for which the team is stronger than a single individual. These are the values we take to heart at Trois-Rivières Mitsubishi and Bernier Crépeau," explains Marc Despins, General Manager at Trois-Rivières Mitsubishi.

"I've always been interested by motorsports, and it's Marc Despins who presented the team to me in the beginning. I found the values I advocate here, and not only in JF and LP, but in each member of Dumoulin Compétition, it is the humanity that emanates from this whole team that is important. This matches the philosophy that Mr. Jean-Guy Crépeau has for his enterprise and, for these reasons, it is with great pleasure that I commit to pursuing this partnership that I hope will last a long time," explains Christophe Chapelet, General Sales Manager at Bernier Crépeau.

Five themes and two values define the family roots and the link that unites Trois-Rivières Mitsubishi, Bernier Crépeau Chrysler Fiat, and Dumoulin Compétition. Well recognized in their respective categories, the Dumoulin brothers have remained accessible and attached to the city and partners that have seen them grow over the years.

Through a series of audio and video shorts (directed by Pierre Bélanger) broadcasted over the web and on the radio waves of Cogeco Diffusion (106.9 FM Mauricie), discover the fundamental values shared by the team and our partners:

- Short #1 : **Family** remains family
- Short #2 : **Friends** remain friends
- Short #3 : **Children** remain children
- Short #4 : **Brothers** remain brothers
- Short #5 : **The Dumoulin**s remain the Dumoulin

Being long-time partners that share the same values, it's clear that the partnership shines and shows its strength. After all... **a partner remains a partner!**

"It's a team job; our business partners have been present for a long time. They were there in the beginning, when we were trying to make a name for ourselves in racing. This type of trust relationship is built over a long period of time. It's important for us to know that they support the team, in difficult times and in victory," mentions Louis-Philippe Dumoulin, **2014 Champion** of the **NASCAR Canadian Tire Series** and the driver of the #47 **WeatherTech Canada** / Bellemare Group car.



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Bernier Crepeau Chrysler Fiat: With 25 years of experience, the family business has built an enviable reputation in the field of vehicle acquisition. If the future of this company is linked to the loyalty of its customers, it is also held by the reliability and strong communication of its team. This team is at your disposal, ready to listen to you, to hear you. Passion, care, and determination. A team willing to go the extra mile, with its ears wide open. <http://www.berniercrepeau.com/>.

Trois-Rivières Mitsubishi is proud to be one of the first Mitsubishi dealers in Canada (opening in 2002). The commitment from Mitsubishi is defined by the quality, reliability and durability of its vehicles, notably with their 10-year warranty, the best in the industry! Pride, integrity and respect are the values of the Trois-Rivières Mitsubishi team. www.troisrivieresmitsubishi.com

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

MIA – Motorsports In Action: With over 50 years of combined Motorsport experience, MIA is making a name for itself in the industry in "La Belle Province". Being trackside, situated at Autodrome St-Eustache, gives our clients "real time" results, testing their vehicles. One stop shopping is our strength, from high-end mechanics, exotic automotive maintenance, complete race car building and design to prestige paint and meticulous detailing. "Leave it, then enjoy it!" <http://motorsportsinaction.com>.

"Passion – Performance – Partnerships"

WEBSITES:

Bernier Crépeau Chrysler Fiat : www.berniercrepeau.com

Trois-Rivières Mitsubishi : www.troisrivieresmitsubishi.com

Groupe Bellemare : www.groupebellemare.com/

MIA - Motorsports In Action : <http://motorsportsinaction.com/>

106,9 FM Mauricie : www.fm1069.ca

Rencontrez Louis-Philippe Dumoulin sur www.weathertech.ca

WeatherTech Canada : www.weathertech.ca/behindtech

Dumoulin Compétition : www.dumoulincompetition.com

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

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

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

Twitter: @DumoulinDC / @jf_dumoulin / @DumoulinLP

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