



PRESS RELEASE

(Vaughan, ON, November 4, 2013)

Rockstar Energy Polaris Ready To Go Racing

With the snowcross season rapidly approaching, Team Rockstar Energy Polaris has been busy prepping its potent 2014 IQ sleds for racing action. And, as per tradition, the team was present at the Toronto Snowmobile ATV & Powersports Show—the world’s largest—at the Toronto International Centre the last weekend of October.



Featuring a full-on display of sponsor banners, the 2014 IQ racing sleds, and the team’s immaculate looking white and black sponsor logos festooned transport rig, the Rockstar Energy Polaris booth was again a favourite destination for show goers.

“This is an annual event for us to showcase the team and product, do some networking with suppliers and sponsors, and for snowcross fans to meet and greet our drivers. With over 30,000 snowmobile and powersports enthusiast coming to the show this year, I’m happy to say we had more than our fair share of visitors to our booth. A good indication thus that the sport is alive and well,” said team owner Andre Laurin of OTSFF Sports Marketing Group.

In addition to the awesome new IQ snowmobiles, the main attraction at the Rockstar Energy Polaris booth was long-time team member Iain Hayden and young up-and-comer Jacob Rosko-Fong, who joined the team last year. Both Hayden, who clinched his sixth CSRA Pro Open Champion title last season, and Rosko-Fong were kept busy signing autographs and talking shop with snowcross fans.



“The Toronto Snowmobile Show is one of my favourite events because it kind of sets the stage for the upcoming snowcross season. Up to that point you’re still wishing it was summer, but the show gets you pumped for the colder weather and hopefully lots of snow,” Hayden said. “It’s also a great opportunity for me to meet everybody in a relaxed environment with my helmet off, whether they are fans, sponsors or other industry people, and just catch up on things.”



Rosko-Fong, who finished the 2012-2013 Pro Lite Championship as runner-up, echoed Hayden’s sentiments. “The Toronto Snowmobile Show is a snowmobiler’s paradise and for us it’s a great way to kick off the season. It gets you in the racing mode, especially when you see such a solid interest in the sport from the snowmobiling public and enthusiasm from the snowmobile industry.”

Rockstar Energy Polaris would like to congratulate OSM for the great job they did organizing the Toronto Snowmobile ATV & Powersports Show and thank them for giving the team the opportunity to be a part of it.

Next on the agenda for Rockstar Energy Polaris is a trip to Duluth, Minnesota, where the team will test and fine-tune Hayden’s Polaris IQ 600 open and Rosko-Fong’s IQ 600 stock for their first race of the season at Spirit Mountain outside of Duluth. The ISOC Nationals kick off the U.S. season the weekend of November 29–December 1. The team will also campaign Round 2 of the ISOC Championships at Bessemer, Michigan, one weekend later.

The CSRA Nationals, which will be the team’s main focus again, kick off the Canadian snowcross season on the weekend of December 13-15 in Sault Ste. Marie, Ontario.

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