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PRESS RELEASE

Motoneiges.ca Becomes an Official Partner of the Quebec Snowmobile and ATV Show

A collaboration that kicks off Motoneiges.ca's 25th anniversary celebrations

Quebec City — Motoneiges.ca is proud to announce that it has officially become a partner of the Quebec Snowmobile and ATV Show, the biggest and only show in the French market. This new collaboration takes on special significance as the magazine begins celebrating its 25th anniversary.

For nearly a quarter of a century, Motoneiges.ca has brought together enthusiasts, industry stakeholders, manufacturers, dealers and organizations that contribute to the vitality of the snowmobile community. This partnership is directly aligned with that mission: creating opportunities to connect, giving a voice to people in the industry, and bringing enthusiasts even closer to those who are helping shape the future of their sport.

“For us, becoming an official partner of the Quebec Snowmobile and ATV Show as we begin celebrating our 25th anniversary is highly symbolic. Motoneiges.ca was born from a passion for snowmobiling and a desire to bring snowmobilers closer to their industry. Twenty-five years later, this collaboration allows us to continue that exact mission, but with today’s tools: podcasts, interviews, conferences and video.”

— **Motoneiges.ca Management Team**

The Show is presented by Beneva, a major partner for several years and a leader in property and casualty insurance for recreational vehicles. Beneva will be on site with a large booth and quick quotes available directly at the Show.

12 Podcasts Recorded Live in Front of an Audience

Throughout the weekend, Motoneiges.ca will host and record 12 podcasts live in front of an audience at the Show. These conversations will feature personalities and industry representatives discussing the topics shaping the snowmobile and ATV industry.

The episodes will then be released progressively across our magazines’ platforms during the two months following the Show, extending the experience well beyond the event weekend.

12 Conference-Interviews at Exhibitors’ Booths

Motoneiges.ca will also host 12 conference-interviews directly at various exhibitors’ booths. Presented in front of an audience, these sessions will give participating companies an opportunity to showcase their latest products, technologies, services and vision.

These conference-interviews will be recorded and subsequently shared across our magazines’ platforms.

Video Features Produced Throughout the Weekend

Our editorial team will also be on site producing a series of video features highlighting products, services, new releases and companies present at the Show. Filmed throughout the weekend, these videos will then be shared across our various digital and social media platforms.

“Having Motoneiges.ca as an official partner will allow us to add an editorial and interactive dimension to the Show experience. The podcasts, interviews and content produced on site will help showcase our exhibitors and extend the event’s reach well beyond the weekend itself.”

— **Pierre Harvey, Quebec Snowmobile and ATV Show Manager**

A Symbolic Year for Motoneiges.ca

This partnership marks the beginning of a year of celebrations surrounding Motoneiges.ca’s 25th anniversary. It also comes in the year of the passing of our founding president, Mr. Denis Lavois, who would be very proud of this achievement.

Since its beginnings, Motoneiges.ca has evolved alongside the industry and the changing habits of enthusiasts. From the early days of the Web to social media, long-term tests, video, and now podcasts and multiplatform content, our mission has remained the same: to share our passion and showcase the people who bring the snowmobile world to life.

This collaboration with the Quebec Snowmobile and ATV Show therefore represents much more than simply being present at an event. It gives Motoneiges.ca a new way to connect directly with enthusiasts and the industry.

12 podcasts • 12 conference-interviews • Video features • And above all, a whole lot of passion.

A great way to kick off our 25th anniversary celebrations!

About Motoneiges.ca

Founded in 2002, Motoneiges.ca is a digital magazine dedicated to the world of snowmobiling. For nearly 25 years, its team of columnists and contributors has shared tests, news, features, advice and experiences with snowmobile enthusiasts.

Through Motoneiges.ca and its various digital platforms, the team continues its mission of introducing readers to the products, destinations, companies and, above all, the people who contribute to the growth and visibility of snowmobiling.