Press release

For immediate distribution

 **Camso acquires Yeti SnowMX in a bid to broaden its Powersports offering**

*Magog, QC, September 1, 2017* – Seeking to capitalize on its position in the quickly growing dirt-to-snow bike market, Camso has acquired Yeti SnowMX of St. Albert, Alberta, Canada.

This acquisition allows Camso to build upon its current product portfolio in this segment of the market while simultaneously meeting the needs of its original equipment manufacturing and aftermarket clients.

“As a manufacturer of tracks and conversion systems for many Powersports leaders, the Yeti SnowMX will help strengthen and diversify our product lineup,” says Bruce Dashnaw, Sales and Marketing Executive Director – Powersports at Camso. “The Yeti system is a high-performance system with customizable features currently not offered on the Camso DTS 129 systems. This is very complimentary for us,” Dashnaw notes.

Camso is part of a select group of manufacturers offering conversion systems within its own aftermarket channel and with its OEM clients to support their advancement in the industry. This acquisition will help Camso better serve them.

The dirt-to-snow bike segment is relatively new in the Powersports industry, but is enjoying popularity and enthusiasm. The Yeti SnowMX brand is widely recognized in the industry in North America and other select countries due to its established dealer network. Camso will continue to support this brand and its business model in the market. The production of Yeti SnowMX systems will be relocated to Camso’s Shawinigan facility, in Quebec. A sales office will be maintained in Alberta, Canada.

“Expanding our off-the-road product offering is a natural step for us. We will continue to deliver unique products and services to our customers as well as high-performance customizable snow-bike conversion systems to answer our clients’ unique niche mobility needs,” concludes Dashnaw.

 **About Camso, formerly Camoplast Solideal**

Camso, the Road Free company, is a world leader in the design, manufacturing, and distribution of off-road tires, wheels, rubber tracks and undercarriage systems to serve the material handling, construction, agricultural and powersports industries. It employs more than 7,500 dedicated employees that place 100% of their effort on 11% of the global tire and track market—the off-the-road market. It operates advanced R&D centres and manufacturing plants in North and South America, Europe and Asia. Camso supplies its products to leading original equipment manufacturers (OEM) under the names Camso and Solideal and distributes its products in the replacement market through its global distribution network.

-30-

**For product information:**

Bruce Dashnaw, Sales & Marketing Executive Director – Powersports

1 Martina Circle

Plattsburgh NY 12901 USA

Tel.: +1 518 562-4418

bruce.dashnaw@camso.co

[camso.co](http://www.camso.co/en/home)

## For company information:

Derek Bradeen, Executive Director, Brand, Communications and Global Marketing
2633 MacPherson Street
Magog, Quebec J1X 0E6 CANADA
Tel.: +1 819 869-8019
derek.bradeen@camso.co
[camso.co](http://www.camso.co/en/home)