# **Press release**

# **For immediate release**

**Camso’s dedication to remain close to the Powersports industry revealed through online experience**

*Magog, September 28, 2020 –* Camso today reaffirmed its commitment to staying close to the powersports industry and offering a dedicated customer experience thanks to two new social accounts and improved support tools on its website.

A new Facebook page and Instagram account provide users with direct access to Camso’s powersports team, with curated content, tips on maintenance and product selection, as well as direct access to experts for Q&A live sessions.

“With the COVID-19 pandemic, all industries had to reinvent themselves to reach out to their communities,” says Claudie Durand, Experience & Communication Manager – Powersports at Camso. “We’re lucky that our fans are active and very passionate, we’re like a big family, one that we want to bring even closer thanks to online platforms that are easy to access no matter where you are.”

Camso also updated its powersports website, with particular attention to the *Service and support* section. Its vast dealer network and users will now find it easier to search for parts with the interactive [*Replacement parts*](https://camso.co/en/powersports/atv-utv/service-and-support/replacement-parts) section featuring all Camso track systems components. The improved mobile-friendly interface also improves user experience on phones and tablets.

“People have been rediscovering their own backyards and investing in toys to enjoy time outdoors, with their loved ones. Camso tracks and track systems will allow outdoor enthusiasts to leverage the vehicles they already have and make the most of coming winter months,” adds Bruce Dashnaw, Sales & Customer Service Executive – Powersports at Camso.

Customers can now connect closer with Camso Powersports on various platforms:

* Facebook: [@camsopowersports](https://www.facebook.com/camsopowersports)
* Instagram: [@camsopowersports](https://www.instagram.com/camsopowersports/)
* Camso website: [www.camso.co/en/powersports/](http://www.camso.co/en/powersports/)

There are two upcoming Facebook live sessions fans can take part in over the next weeks:

* Snowmobile Q&A: September 30
* ATV and UTV Q&A: End of October, stay tuned for official date!

Camso invites all Powersports enthusiasts to join these channels to access content that’ll power them through the unbeaten paths, steepest climbs and deepest power.

**About Camso**

Camso 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 who 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.

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