



For Immediate Release

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### **Arai Helmets to sponsor CMDRA Super Bike Class in 2016**

The Canadian Motorcycle Drag Racing Association is pleased to announce that Arai Helmets will be a co-sponsor of the CMDRA Super Bike Class in 2016. As part of this sponsorship arrangement, the 2016 CMDRA Super Bike Champion will be presented with an Arai helmet with a retail value of up to \$1,099.



Distributed exclusively in Canada by Full Bore Marketing, Arai has been a leading manufacturing of helmets in the motorsports industry for nearly 80 years. Competitors at all levels of motorsport including MotoGP, Formula 1 and Nascar wear Arai's handmade helmets, which are built to meet and exceed Snell and DOT standards.

The CMDRA 2016 season kicks off June 4<sup>th</sup> and 5<sup>th</sup> at the MHDRA Drag Strip in Medicine Hat Alberta.

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