

TAG

E-KARTING
& AMUSEMENT



PRESS KIT

TAGEKARTING.COM

A UNIQUE ENTERTAINMENT CENTRE IN CANADA



Following an investment of \$18 million and several years of planning and development, the immense TAG E-karting & Amusement Centre will open in the spring of 2021 in the completely revamped Plaza Sainte-Thérèse along Highway 15.

Destined to become a hub in a new era of entertainment for the general public, the Centre not only offers a three-level layout of three electric karting tracks, but also a multitude of exciting activities: axe throwing, laser tag, bowling, virtual reality, interactive trampolines, a 7D interactive cinema, arcades, and an interactive wall.

Founded by the racing driver and owner of the TAG Autosport team, Alexandre Tagliani, this unique project in Canada is the result of a large-scale partnership with a group of seasoned entrepreneurs from the business community.



A DREAM COME TRUE

Passionate about motorsports since his early childhood, Alex Tagliani started his career thanks to karting at the age of 10.

“It sparked my passion! The feeling you get when you’re behind the wheel of a go-kart is simply indescribable. It’s really what got me hooked on motorsports and what shaped my career afterwards,” said the Quebec racing Driver.

Known for his great talent, fiery spirit, and determination, he continues to make his way through the ranks of motorsports in Formula Atlantic, Champ Car, IndyCar, and NASCAR. Displaying in particular the colours of the Player’s livery, he competed at all levels trying out different circuits throughout his career.

Alex Tagliani

FROM MOTORSPORTS TO PROJECT MANAGEMENT

Today, still pursuing racing in the NASCAR series, Alex Tagliani is open to new projects and challenges. It's no surprise that he's able to put all the pieces together to finally realize a dream that dates back more than 20 years: A centre featuring a unique indoor kart track that will open in the spring of 2021.

As the famous saying goes, "Rome wasn't built in a day." It took a lot of perseverance and determination to bring this project to life. It was only in 2016 that things began to take shape.

"We had to find the perfect location for a mega project like this," says the driver. He adds that "it took a lot of time. I started by talking to my friend Vincent Chiara from the MACH Group. As I've known him for more than 20 years, every time we spoke, I would tell him about this project. I can't count the number of times we talked about it together! At one point, an opportunity presented itself to revitalize this sector of Sainte-Thérèse, and we took it right away."

From the outset, Alex knew that he could not do it alone, so he joined forces with experienced and recognized business partners to complete this large-scale project worth more than \$18 million. Thanks to some key contacts and the support of friends and serious investors, things quickly got underway.

"For me it's a team effort. Just like in motorsports, you need a strong team to help you achieve your goals. Through their past and present experiences, each partner brings something to the project, and together, we make a great team!"



GREAT GOALS FOR KARTING IN QUEBEC

Beyond the project, Alex has great ambitions for karting as a sport.

Given our climate in Quebec, karting is mostly practised during the summer. Indoor tracks are generally smaller and use gas-powered karts.

These 3 tracks (one for adults, one for children, and a half-kilometre super track by combining both) and the opportunity to drive the most technologically advanced electric karts in the world, will give rise to a synergy between indoor and outdoor karting, which will allow us to develop the skills of racing drivers from Quebec all year round.

Alex makes no secret of the fact that his long-term goal is to send Quebec/Canadian champions to international karting tournaments around the world. Thanks to his driving program (TAG Autosport) and his personal involvement, he wants to put Quebec in the forefront.

"Karting is the basis of motorsports. The greatest Formula 1 champions started this way. Even today, these drivers continue to practise this sport for fun and also for training. If others can train young people elsewhere, we can certainly train young people from Quebec to compete with the best in the world."

Let's bet that with a professional grade track with 3 unique levels and the most technologically advanced and powerful karts in the industry, Alex Tagliani's dream is about to come true!

AN OVERVIEW OF THE CENTRE



- An **\$18 million** investment
- Located at **Plaza Ste-Thérèse**
270 Sicard Street, Sainte-Thérèse, QC J7E 3X4
- Area of **65,000 square feet**
- Scheduled to open in the **spring of 2021**
- Number of employees: **75-100**

ACTIVITIES OFFERED



KARTING



- 3 tracks on 3 levels - one for children, one for adults, and a super track by combining both
- 6 different configurations, 1/2 km of interior track on 3 levels



- The world's most sophisticated Italian electric go-karts from CRG (odorless and non-polluting)
- Bumper-integrated impact sensor
- Safety management of go-karts via an artificial intelligence platform
- Boost button for passing

BUSINESS PARTNERS



Alexandre Tagliani

Racing Driver

Spokesperson of the TAG E-Karting & Amusement Centre



Vincent Chiara

President of the MACH Group



Mario Bouchard

Founder and former CEO of iBwave
Entrepreneur in the tech industry



Richard Scofield

President of the St-Hubert Group
Restaurant entrepreneur



Jean-Frédéric Laberge

Property manager
and racing driver



Tommy-John Gélinas

Real estate developer for GD Lead
Co-owner of family-owned service companies

CONTACT

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