



**Press release**

**For immediate release**

## **RONA TEAMS UP WITH RACE CAR DRIVER ALEX TAGLIANI FOR THE 2018 AND 2019 SEASONS OF THE NASCAR PINTY'S SERIES**

**Boucherville, QC – April 27, 2018** – RONA, a banner of Lowe's Canada, a leading home improvement company operating or servicing over 630 corporate and affiliated dealer stores under different banners, is pleased to become a main sponsor of renowned race car driver Alex Tagliani for the 2018 and 2019 seasons of the NASCAR Pinty's series.



"We're delighted to welcome Alex Tagliani to the RONA family," said Serge Éthier, Executive Vice-President, RONA Prox and Pros. "This auto racing veteran has an impressive track record, and we are proud to support him on his quest for excellence. Just like our teams, Alex is always aiming to be number one and his fierce determination really resonates with our values at RONA."

"It's a real honour for me to have a partner like RONA," said Alex Tagliani. "I'm a true home improvement enthusiast, and I consider myself privileged to be able to count on the support of a sponsor that I connect with in a very personal way. I look forward to starting this new season and having the chance to talk with our fans at the various events I'll get to attend with the RONA team."

Tagliani's new No. 18 car with the RONA logo was unveiled at the official opening of the Quebec City Auto Sport Show today at 11 a.m. The driver and his new partner also took this opportunity to reveal the details of a nationwide contest that will run throughout the 2018 racing season and put contestants' driving skills to the test.

### **About RONA**

Created in 1939, RONA is a banner of Lowe's Canada, one of Canada's leading home improvement company headquartered in Boucherville, Quebec. Spanning the entire country, its vast network of more than 430 stores includes both corporate stores and independent affiliated dealers. Known for its large in-store and online product selection as well as for its installation services, RONA also provides expert support and advice to its retail and pro customers for their building and renovation projects. For more information, visit [rona.ca](http://rona.ca) or follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

### **About Lowe's Canada**

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving more than 18 million customers a week in the United States, Canada and Mexico. With fiscal year 2017 sales of \$68.6 billion, Lowe's and its related businesses operate or service more than 2,390 home improvement and hardware stores and employ over 310,000 people. Based in Boucherville, Quebec, Lowe's Canadian business, together with its wholly owned subsidiary, RONA inc., operates or services more than 630 corporate and independent affiliate dealer stores in a number of complementary formats under different banners. These include Lowe's, RONA, Réno-Dépôt, Dick's Lumber, Contractor First and Ace. In Canada, the companies have more than 28,000 employees, in addition to nearly 5,000 employees in the stores of RONA's independent affiliate dealers. For more information, visit [Lowes.ca](http://Lowes.ca).



**Photo caption**

Charles Valois, Vice President, Central Marketing at Lowe's Canada and Alex Tagliani

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