

January 15, 2024

driveHG.ca Extend Their Commitment as Title Sponsor for LOOR

Lake Ontario Offshore Racing (LOOR) would like to announce that The HUMBERVIEW GROUP of Automotive Dealerships, well known as driveHG.ca, have extended their commitment as the Title Sponsor for Lake Offshore Racing (LOOR) events in 2024, the Lake Ontario 300 Challenge Race (LO300), the Susan Hood Trophy Race and Lake Ontario Shorthanded Racing Series (LOSHRS).

“We are very proud and excited to continue working with the Humberview Group as our Title Sponsor for these offshore events” commented Monica Doedens, LOOR Co-Chair. “Over the past eight years driveHG’s enthusiasm has resulted in a higher level of excitement on the racecourse and during onshore events and activities.” “We are excited to have driveHG.ca as the Title Sponsor for 2024 and to continue working with Andrew Lennox” stated Terry Kuehn, LOOR Co-Chair.

The Humberview Group, under the name driveHG.ca, owns and operates 21 dealerships in Ontario with over 5,000 vehicles and 1500 team members. Representing virtually all automotive brands, the Humberview Group prides themselves on serving their customers better each and every day.

Giving back to the surrounding community is a big part of who they are and an important value in their organization. From supporting food banks in the areas of the dealership’s communities, to charity Bike Sponsorships, and many more philanthropic endeavours with Etobicoke General Hospital and the William Osler Foundation, the Humberview Group is passionate about giving back to its community.

For more information:

- Lake Ontario Offshore Racing: www.loor.ca
- Humberview Group: www.driveHG.ca
- Or contact: info@loor.ca

About Andrew Lennox – Andrew is General Manager for driveHG’s Mercedes-Benz Brampton and Vice Commodore Fleet, of Port Credit Yacht Club (PCYC). He joined The Humberview Group (HG) in the summer of 2014.

Racing was in his blood at an early age. Andrew has raced Opti’s as a kid, Lasers, and various J boats in the past, and is currently preparing a J/105 for this season’s events. He and his wife Jennifer spend much of their time cruising Lake Ontario aboard their pride and joy, Serendipity II, a Niagara 42.

About Monica Doedens – LOOR Co-Chair. Monica joined the LOOR Committee in 2009 taking on the responsibilities of Shoreline Logistics and took on the role of Chair in 2018.

About Terry Kuehn - LOOR Co-Chair. Terry has been a member of the LOOR Committee for over four years starting with being an Ambassador and leading the Ambassador team. He currently is Co-Chair with Monica and heads the marketing and sponsorship efforts.”

Lake Ontario Offshore Racing (LOOR) of the Port Credit Yacht Club (PCYC), is dedicated to bringing the offshore sailboat racing experience to Lake Ontario. This is accomplished with its running of the Lake Ontario 300/600 Challenge Races (LO300/LO600), including the Solo Challenge, the Susan Hood Trophy Race (SHTR) and the Lake Ontario Short Handed Racing Series (LOSHRS) offshore sailboat races. This is augmented by LOOR’s educational series throughout the Lake Ontario basin and promotion of other activities related to offshore racing. A key focus of LOOR is the safety of offshore racing.

For more information regarding Lake Ontario Offshore Racing please visit www.loor.ca.