



## NEWS RELEASE

**For Immediate Release**  
**Public Relations**  
**January 26, 2026**

### **LORDCO ROCKY MOUNTAIN 100 PLANNED FOR PRINCE GEORGE, BC**

Lordco Auto Parts Named Sponsor of MNP Canadian Super Truck Series Race Day

**Port Coquitlam, BC (January 26, 2026)** — Lordco Auto Parts is bringing thrilling, door-to-door super truck racing to Prince George, British Columbia, this summer by sponsoring the **Lordco Rocky Mountain 100**, a day of super truck racing planned for PGARA Speedway Park on Saturday, July 25, 2026.

The **Lordco Rocky Mountain 100** is one of several destination race weekends that make up the **MNP Canadian Super Truck Series**. In addition to the city of Prince George, the series will showcase super truck racing at Hythe Motor Speedway in Grande Prairie, Alberta, and Sutherland Automotive Speedway in Saskatoon, Saskatchewan. South of the Canadian border, super truck racing teams will compete at Mission Valley Super Oval in Polson, Montana.

New for the 2026 season, each series race will feature a **twin 50-lap format**, delivering even more thrilling action for motorsport fans while showcasing the skill and determination of Canada's top super truck drivers.

"We're very proud to support the MNP Canadian Super Truck Series, the drivers, and their dedicated crews to bring this exciting style of racing to northern British Columbia's largest city," said **Patrick Mendes, Sales & Marketing Program Specialist, Lordco Auto Parts**. "Super trucks racing is one of the few motorsports where driver skill, not vehicle specs, makes the difference between winning and losing."

Lordco Auto Parts is a leading supporter of grassroots racing across British Columbia and Alberta. Each year, hundreds of teams apply to the [Lordco Racing](#) program for sponsorship support. In 2025, the racing program received hundreds of applicants, with over 400 teams receiving funding to compete across a wide range of motorsports, including auto-X, drifting, circle track, and off-road

4x4 racing.

For more details about Lordco Racing visit <https://lordco.com/motorsports>.

###

### **About Lordco Auto Parts**

Lordco Auto Parts is Canada's biggest privately held automotive parts distributor and Western Canada's largest distributor and retailer of aftermarket parts and accessories. Its operations include over 85 retail locations, nineteen truck centres, one centralized distribution centre, a 500-vehicle delivery fleet, more than 2,000 employees, and hundreds of thousands of part numbers. Lordco delivers exceptional customer experience in-store and online. Visit [Lordco.com](http://Lordco.com) for more information about the company's products, services, or locations throughout British Columbia and Alberta.

### **About MNP Canadian Super Truck Series**

For three decades, the MNP Canadian Super Truck Series has been the leading truck racing series in Western Canada, delivering thrilling, door-to-door short-track action to packed grandstands across Canada and the northwest United States. Rich in racing history, the series showcases Late Model Trucks battling for victory in fast-paced, adrenaline-fueled competition.

### **Media Contact**

Nick MacDonald  
Digital Media & Communications Specialist  
Lordco Parts Ltd.  
Email: [media@lordco.com](mailto:media@lordco.com)

### **Connect with Lordco Auto Parts**

Website: [lordco.com](http://lordco.com)  
Instagram: [@lordcoparts](https://www.instagram.com/lordcoparts)  
Facebook: [@lordcoparts](https://www.facebook.com/lordcoparts)