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## REVOLUTIONARY COMPANY CHANGES NAME TO POWERSPORT INNOVATIONS

Fort Myers, Florida-based PWC Industries has changed its name to Powersport Innovations, reflecting growth and a broader product line. Company president and CEO Paul Grzebielucha made the announcement.

"We have recently developed and introduced products that serve the total powersport industry," said Grzebielucha. "We're committed to developing reliable, quality products that not only make watercraft safer but, also land-based vehicles, including motorcycles, ATVs and snowmobiles. Powersport Innovations more accurately describes our company now."

Powersport Innovations is a wholly owned subsidiary of PWC Industries, a leader in innovative product development. The company recently introduced Safe Ride, an advanced alert system that utilizes a strobing red LED to provide advance warning to vehicles following a motorcycle that it's decelerating. Dedicated to creating a positive outdoor experience, Powersport Innovations focuses on manufacturing reliable, innovative and high-quality products for its loyal customers.

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