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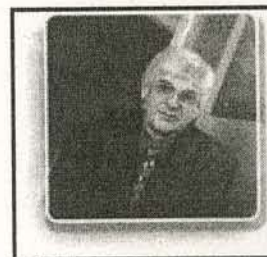
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January 30, 2009

Meet Gilles and Gilles

It has been an interesting week. I drove out to [Drummondville Quebec](#), home of the [Soucy Group](#) to meet with their **engineers** on a couple of projects we are working on. You may not have heard of this company but I guarantee you have experienced one or more of their **products** at one time or another. They are a major supplier within our industry, building parts for **BRP**, **Polaris** and **Arctic Cat**. The Soucy story is really quite interesting.

The founder, [Gilles Soucy](#) an avid snowmobiler, had the **vision** to purchase much of the **tooling** and parts for all the **old** sleds back in the late seventies as most of the original parent companies **abandoned** the snowmobile business. He started a distribution network for these parts (personally delivering them out of an old school bus) which were still in demand and soon after, entered the manufacturing business to replenish and supplement his new business. His wholesale company, '**Kimpex**' grew quite large and was later sold-off by Gilles as he shifted his focus to the design and **manufacture** of OE spec parts.



His venture readily **expanded** with the award of many OE contracts starting with **Skidoo** and branching out from there. These days the company specializes in **metal** fabrication, **rubber** track and UHMW / **plastic** products. I had the chance to do a full factory tour and was truly amazed at some of what I saw being produced. The rubber division is making track systems for most of the **commercial** and agri applications (such as groomers, tractors, combines etc...) and more impressive- secretive **military** stuff.

I have **met** Gilles several times over the years (unfortunately he was in Florida on this particular visit). He is a very intelligent and **engaging** man. One thing is **clear** when visiting his modern conglomerate, he has somehow preserved the **essence** of a grass roots 'mom and pop' **family run** operation. It's reflected in all his **employees** and it's not uncommon to see Gilles himself wandering the factories floors, **speaking** to his people, still an **active** part in the day to day business. I find there is something very '**human**' about this big company which leads me to my **next** visit.

A couple of hours to the south and west of Soucy lies a quaint little town called **Coaticook** nestled in the hills close to the US Vermont / NH **border**. I made a point to visit here while in 'the hood' because this is the home of **G-Force** and the **worlds fastest snowmobile**. Gilles Gagne and the staff at **Gagne Lessard Yamaha**, the local dealership and parent to G Force, have something truly **amazing** going on in the back of their shop. I have had the **fortune** (sometimes misfortune) of visiting / working with many different performance **tuners** and modification gurus over the years. I have learned to **never** take the performance gain claims at **face value** without asking a few questions and perhaps performing my own **validation**. I've seen enough to know when something is not transparent or **too good** to be true and I also know when



someone is doing it **right** and is worth a second look. I can tell you one thing for **sure**, G-Force is the **'real deal'**. Gilles himself is **brilliant** and he has surrounded himself with a **team** who reflect his passion, ethic and **vision**.



I am thinking **G-Force** is one of the performance industries best kept **secrets** but if Gilles **dream** becomes true this is all about to **change**. I am going to write a **detailed** report of what I saw in his back room and include a bunch of interesting **pictures** of some of the mods including his **world record (210mph)** slipstreamer. He also has developed some **special** parts to help dial in the **Nytro** for improved **groomed** trail riding and is working on some easy and effective (affordable) bolt on **horsepower** for Yamaha 4-strokes but more on that later.

I couldn't help but think of **sir Tony** and the Worlds Fastest Indian when I had dinner with Gilles. If you have never seen this **movie**, I highly **recommend** you rent it, throw a little **'bean oil'** in a hot fry pan and crack a brew. It is a **tribute** to all back-yard **tuners** and motor heads with a **dream** and the passion to make it real. **Gilles Gagne** is one of these remarkable guys...

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