



# What Drives You?



Vehicle Rentals | Sales | Leasing

Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

## Used Vehicle Specials

### Edmonton West Sales Specials



**2010 Chevrolet Camaro**  
6.2L 8CYL, auto, leather seats, a/c, AM/FM/CD, cruise, heated seats, tilt, ABS, OnStar, parking distance sensors, sunroof, remote entry, 344 km

**\$48,932**



**2008 Porsche Cayenne Turbo**  
4.8L 8CYL, leather seats, a/c, cruise, steering wheel controls, navigation system, sunroof, remote keyless entry, 50,208 km

**\$89,932**

### Fort St. John Sales Specials



**2008 Dodge Caliber**  
1.8L Manual Transmission, manual Locks and Windows, Black Cloth Interior, Seats 5 passengers, (Silver), 50,915 km

**\$9,200**



**2008 Pontiac G6 SE**  
3.5L Auto ATC V6 EFI, Black Interior, Seats 5 (Dark Grey), 59,204 km

**\$14,900**

### Langley Sales Specials



**2007 Mazda CX-9 AWD**  
3.5L V6, All wheel drive, auto, 4 wheel disc brakes, Cruise, p/l, plw, keyless entry, a/c, 34,180 km

**\$34,995**



**2006 Ford E350 Cargo Van XL**  
5.3L V8 Engine, XL (Storage area in back), a/c, rear a/c, heat, p/l, power driver seat, 60,000 km

**\$17,995**

### Saskatoon Sales Special



**2009 Chevrolet Silverado 2500HD LT Extended Cab 4X4**  
6.0L V8, Air, Tilt, Cruise, Power Windows, Power Locks, Power Mirrors, Long Box, 51,349 km

**\$29,600**



**2007 Mercedes-Benz M-Class ML 320 CDI**  
3.0L 6CYL, AWD, auto, leather seats, heated mirrors, steering wheel controls, parking distance sensors, sunroof, 42,288 km

**\$47,800**

AMVIC Licensed in AB Dealer # 30221 in BC

Financing and leasing are available on all vehicles.

Rentals  
Sales  
Leasing



Used Vehicle Centre

**1-800-936-9353**  
[www.drivingforce.ca](http://www.drivingforce.ca)

3 mo., or 5000 km powertrain warranty on most vehicles

PRICES DO NOT INCLUDE GST

## DRIVING FORCE Contest Winner



Congratulations to **Dennis Siwiski** (Charden Towing, Drayton Valley, AB) who won \$100 in Tim Hortons gift cards by entering our contest in Automatic Transmission's Spring/Summer issue.



**Earn 500 AIR MILES reward miles<sup>®</sup> for each used vehicle purchase!**

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**Edmonton West**  
11025-184 Street  
Edmonton, AB  
Ph: 780•483•9559

**Calgary**  
2332-23 Street NE  
Calgary, AB  
Ph: 403•296•0770

**Vancouver**  
20020 - 96 Avenue  
Langley, BC  
Ph: 604•881•9559

**Edmonton South**  
9503-34 Avenue  
Edmonton, AB  
Ph: 780•439•9559

**Fort McMurray**  
340 Parent Way  
Fort McMurray, AB  
Ph: 780•791•0932

**Fort St. John**  
9415-100 Avenue  
Fort St. John, BC  
Ph: 250•787•0634

**Leduc/Edmonton Int. Airport**  
Executive Royal Inn  
Room 101, 8450 Sparrow Dr.  
Leduc, AB  
Ph: 780•980•2672

**Saskatoon**  
2910 Idylwyld Drive North  
Saskatoon, SK  
Ph: 306•931•9559

**Iqaluit**  
Box 331  
Iqaluit, NU  
Ph: 867•979•2088

**Fort Saskatchewan**  
10404-99 Avenue  
Fort Saskatchewan, AB  
Ph: 780•998•2995



[www.drivingforce.ca](http://www.drivingforce.ca)

Toll Free **1-800-936-9353**

## DRIVING FORCE wants to hear from you!

Do you have comments or suggestions? Is there a subject you would like to see in Automatic Transmission? To report a change of address or contact, or to be removed from our mailing list, please contact us.

Automatic Transmission  
c/o DRIVING FORCE  
11025 • 184 Street, Edmonton, AB T5S 0A6  
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Automatic Transmission is published twice a year to inform DRIVING FORCE customers about our people, our company and our industry.

## Fall/Winter 2010/2011

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## Did You Know?

Highlights from Statistics Canada's 2009 Canadian Vehicle Survey:

- Canadians drove more in 2009 compared with 2008. We drove our vehicles 333.3 billion kilometres in 2009, up 2.4% from 2008.
- The number of vehicles on the road increased by 1.7% in 2009.
- On average, Canadians drove their vehicles 16,249 kilometres during the year, up 0.6% from 2008.

ISO 9001  
Certified

## Fleet Management Program Can Save 15% in First Year!

DRIVING FORCE is always looking for new and better ways to serve our customers. Now we're working on saving our corporate customers headaches as well as money.

In September 2009, research and preparations began in the development of a fully integrated fleet management program that could add real value for our customers. Our research has included working with selected companies to evaluate their vehicle fleets and to determine what benefits they would extract from the fleet management program. This process includes gathering and analyzing vehicle data, delivering customized reports, and gathering feedback in order to find out which parts of the program offer the most value.

This program will provide fleet management services for a variety of customers including the small- to medium-sized fleets (5 to 50 vehicles). It is being designed as a third party service that will

*"... statistics show that a fleet program that is customized to your business typically reduces annual fuel costs by 15%."*

potentially save companies a significant amount of money. This customized program centres on one-on-one consultation to fit each customer's particular needs. Experts in each stage of the process will be available to the customer on an ongoing basis.

The fleet management program is composed of five parts. Customers are free to choose which services they require, whether it's only one part or the entire program.

- 1. Operational costs and controls**  
Fuel card: tracks fuel purchases; flags issues related to improper fuel grades and excessive fuel purchases; and tracks odometer readings and fuel economy.
- 2. Fleet maintenance (in conjunction with vendor partners)**  
Preventative maintenance; recall notices; tracking expenses.
- 3. Asset management**  
Consulting services: valuation of the existing fleet; expert advice on the right time to buy and sell; pricing.
- 4. Regulatory services**  
Vehicle inspections; licenses; insurance requirements.
- 5. Accident services**  
Driver abstract; driver education; risk management; accident reporting; guidance and assistance in settling claims.

In order to run its fleet at maximum efficiency, a company must prioritize and maintain the processes that comprise the elements of a fleet management program: failure to address issues at any level means lost revenue. For example, statistics show that a fleet program that is customized to your business typically reduces annual fuel costs by 15%<sup>1</sup>.

Roll out of the program will be gradual, starting with fuel card availability. The ultimate goal in developing our new fleet management program is to offer our customers a program they can't get anywhere else: a relationship built on customized services from which they draw optimum value and peace of mind.

<sup>1</sup> FleetCards USA. (2010). Viewed at: <http://www.fleetcardsusa.com/calc.aspx>, August 2010. Please note that FleetCards USA does not provide fuel cards, rather has an online tool that assists US companies in identifying the best fuel card product for their fleet operation.



DRIVING FORCE fuel card.





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## Jamie Salé Celebrity Partnership Announcement



We are happy to announce the renewal of our association with figure skater Jamie Salé. The 2002 Olympic pairs champion (with then husband and partner David Pelletier) won CBC television's "Battle of the Blades" competition in 2009 paired with Craig Simpson.

In spring of this year, Jamie and David toured the country skating with the Sears Stars on Ice tour. Jamie continues to be recognized as a Canadian icon, having recently been associated with Pampers, Burt's Bees, and other national and international companies.

Watch for Jamie in "Battle of the Blades" this fall. The 2010 season begins with a behind-the-scenes episode on September 26th, and will air on Sundays and Mondays starting October 3rd. Be sure to phone in and vote!

## Lease Special

Now Taking Orders!



Vehicle may not be exactly as shown.

**2011 Dodge Ram  
1500 4x4 Quad Cab  
Laramie**

5.7L V8 HEMI MDS VVT, 5-speed automatic, Class IV receiver hitch, Media Centre 430N CD/DVD/MP3/HDD/NAV, MOPAR chrome tubular side steps, ParkView rear back-up camera, Power sunroof, Remote start system

Lease at **\$599<sup>98</sup>** /mo. + GST  
Your Drive Starts Here  
Start up fee of \$6738.93 (includes security down payment, lien and taxes)  
**1•800•936•9353**

## Customer Profile

**Maco Paving Ltd.**  
Owner, Harry Martens



Maco Paving Ltd. has been providing commercial paving services in Calgary, Alberta for over 28 years. Their primary services include asphalt and concrete work, as well as sanding and snow removal.

This contractor's excellent reputation has been comfortable over the years, but the same can't be said for the staff! After 3 relocations, their final move in February 2010 settled them into their permanent location, a spacious new building on Wrangler Road in Rocky View County. The staff, which swells to about 70 in season, now enjoys a work environment well suited to the skilled and dedicated team that shows up every day.

Maco, a DRIVING FORCE customer since 2008, currently leases 6 vehicles and has purchased several used pickups. In the paving business, reliable vehicles are essential. When a truck breaks down, that means lost revenue—plain and simple.

"Since we started dealing with DRIVING FORCE, they've always done everything possible to get us what we want," says Calleen Crough, receptionist for over 20 years. Maco knows they can call their lease account manager (Robert Greek) anytime to address their vehicle needs.

Maco paves the road and DRIVING FORCE puts vehicles on it! We know that when DRIVING FORCE does a great job, the companies who buy and lease vehicles can concentrate on excelling at theirs.

## Win \$100 in lottery tickets!



Fill in the questionnaire on the enclosed cover letter and fax it to **780•484•7094** by **September 30th** for a chance to win a selection of scratch 'n win lottery tickets! Scratch your way to a big cash prize, be set for life, or win a new car! Or, you could end up with nothing but a big pile of ticket scratchin's... but that's the fun of it!

## Employee Profile

**Claudette Larocque**  
Director, Marketing & Communications  
DRIVING FORCE Corporate Office  
Edmonton West



When you see DRIVING FORCE in the community, Claudette and her team have likely had a hand in it. Since joining the company in 2001, Claudette has contributed to marketing milestones such as the company's rebranding, AIR MILES partnership, 4 successful applications to Canada's 50 Best Managed Companies, and co-ordinating sponsorship for major events like the Honda Indy Edmonton.

"The best part of my job is the variety I get working with a diverse workforce and wide range of customers—no two days are the same," says Claudette. "My work is rewarding and produces tangible results."

These tangibles include internal and external communications to meet staff needs and promote the company. Claudette's team undertakes the writing, design and production of materials such as the employee newsletter, the customer bulletin and e-News bulletins. "Our team basically functions as an in-house ad agency," she says.

*"The best part of my job is the variety I get working with a diverse workforce and wide range of customers—no two days are the same."*

Promoting the company is one of the marketing department's primary objectives. For events, this means creating a presence to supplement supplied vehicles or other support. At the 2010 Honda Indy Edmonton, 4,200 DRIVING FORCE knapsacks were distributed. Merchandise distribution of this scale helps create familiarity in the community.

Claudette also knows the value of an online presence; it's just smart business to join the growing conversation. As such, she conducts media research and monitors trends such as social media and mobile marketing.

Conveying the company philosophy to new employees is another important part of her job. Knowledge of the company's corporate values ensures all staff can deliver on brand promises such as, "At DRIVING FORCE, we're driven to deliver... anything you want." In a nutshell, Claudette works toward the same goal as does every DRIVING FORCE employee—exceeding customers' expectations.

## Join Us on LinkedIn



DRIVING FORCE is joining the social media conversation. Visit our website at [www.drivingforce.ca](http://www.drivingforce.ca) and click on the LinkedIn widget to be directed to our company's profile page on LinkedIn.



Once connected on our LinkedIn page you can network with automotive professionals, view recommendations, and read interesting posts about industry-related news and innovations.

Click to join us on LinkedIn, a professional online networking site.

## Our customers have their say...

Over **98%\*** would recommend us to a friend.

\*based on 612 customer surveys conducted January to June, 2010

## Call for Current Rental Specials

Short or long-term rentals, from compact cars and SUVs to vans and pickup trucks of all sizes, DRIVING FORCE rents them all. We also offer free pickup and delivery.\*  
Call 1•800•936•9353

\*Some restrictions apply.



Try our online rental reservation system at [www.drivingforce.ca](http://www.drivingforce.ca).

