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For Immediate Release

**The Driving Force Inc. – Double Platinum in Canada’s Best Managed Companies
Local Company Recognized for 8th Consecutive Year**

The Driving Force Inc. (TDFI) is pleased to have been named, once again, as one of Canada’s Best Managed Companies. This is the eighth year that the company has been so recognized for outstanding business processes and results.

Jeff Polovick, President and CEO of The Driving Force Inc., says that the award is evidence of exceptional innovation, focus and hard work by his team. “I think the award is really about more than just our management; it’s a reflection of our people. As management, we provide the guidelines and support that sets the foundation, but our success is really a result of more than 450 people all across the country who strive for continuous improvement in everything they do.”

Claudette Larocque, Director, Marketing & Communications, credits the company’s culture of exceptional service for the win. “Our entire organization is focused on our customers,” says Larocque. “Every process is targeted at exceeding their expectations. By staying focused on them, we know that we will continue to have success in the marketplace, and in Canada’s Best Managed.”

TDFI now has the distinction of attaining Platinum status in the program for the second straight year. Companies that receive the award for six years are qualified to apply for the highly-acclaimed Platinum category.

Now in its 36th year of operations, TDFI has remained true to its roots, according to Polovick. “When I started DRIVING FORCE in 1978, I wanted to focus on quality service and a quality customer experience. That attitude quickly proved to be the differentiator for us in a crowded marketplace. That’s really how it all started.”

TDFI was first named one of Canada’s Best Managed Companies in 2006 and has successfully qualified in every year, since.

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About Canada's Best Managed Companies

Established in 1993, Canada's Best Managed Companies is the country's leading business awards program, recognizing excellence in Canadian-owned and -managed companies with revenues over \$10 million.

Every year, hundreds of entrepreneurial companies compete for this designation in a rigorous and independent process that evaluates the calibre of their management abilities and practices.

The awards are granted on four levels:

- 1) Canada's Best Managed Companies winner (one of the 50 new winners selected each year)
- 2) Re-qualified member (repeat winners retain the Canada's Best Managed Companies designation for two additional years, subject to annual operational and financial review)
- 3) Gold Standard member (After three consecutive years of maintaining their Canada's Best Managed Companies status, these winners have demonstrated their commitment to the program and successfully reapplied for the designation. Companies may requalify for two additional years, subject to annual operational and financial review)
- 4) Platinum Club member (winners that maintain the Canada's Best Managed Companies status for a minimum of six consecutive years)

For more about Canada's Best Managed Companies, please contact:

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About The Driving Force Inc.

The Driving Force Inc. (TDFI) provides vehicle services through five business lines:

- **DRIVING FORCE Vehicle Rentals, Sales and Leasing** serves businesses and private customers across Western Canada and the Arctic. The company provides all-makes, all-models services at 19 locations in BC, Alberta, Saskatchewan, Northwest Territories, Yukon Territories and Nunavut.
- **Hino Central** is Canada's premiere Hino truck group, with sales, parts and service locations in Calgary and Edmonton, AB, and Langley, BC.
- **Klondike Motors Inc.** is an authorized General Motors of Canada located in Whitehorse, YT, providing sales and service for the full line of Buick, Chevrolet and GM vehicles.
- **Coach Auto Sales** is a non-prime vehicle dealership serving Edmonton and Northern Alberta.
- **DRIVING FORCE Fleet Management Services** provides fleet consulting, planning and management tools, and insurance claim services for small- to mid-sized fleet operators across Canada.

For more about The Driving Force Inc., photos or interviews, please contact:
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