

Media Release

For immediate release
May 4, 2011
Whitehorse, YT

Local Auto Mainstays Acquired By Alberta Firm Norcan Leasing Ltd., Klondike Motors purchased by DRIVING FORCE

It was announced today that The Driving Force Inc. (TDFI) has purchased 100% of both Norcan Leasing Ltd. (Norcan) and Klondike Motors, as well as Norcan Trucking Ltd. TDFI President and CEO, Jeff Polovick, says the acquisition is part of an ongoing strategic initiative to grow DRIVING FORCE, TDFI's rentals, sales and leasing arm, into a national company. "DRIVING FORCE is already well recognized across the prairies, BC and Nunavut. We have spent the last five years working to lock down our business model and our technologies so that we can aggressively grow to become a Canada-wide company," Polovick says. "We've been looking for the right acquisition for some time. Whitehorse is the perfect step for us, right now. The economy is strong, we are close enough geographically to effectively support the staff from our Edmonton head office, and the northern markets seem to really take to our style of business."

Established in 1973, Norcan is the Whitehorse region's largest provider of vehicle rental and leasing services. Norcan operates a fleet of more than 500 vehicles at three locations; 2 in Whitehorse, YT and 1 in Inuvik, NWT. Norcan general manager, Tammy Hamilton, says she believes the change is a good fit at the right time. "DRIVING FORCE has a history of success in serving the needs of northern markets. Their name is very well-respected. Their business model makes sense for us, and they are very service-oriented, very customer-focused," she said in a phone interview, "and that has always been the key to our success. Plus, they are updating our fleet, which means we will provide even greater value to all our customers." Norcan was previously affiliated with Toronto-based National Car Rental.

Klondike Motors is Whitehorse's only General Motors dealership, representing Buick, Chevrolet, GMC lines. Klondike has been providing new and used car sales, service and parts to the region for nearly 40 years. "There are lots of positives to becoming a DRIVING FORCE company," says Klondike general manager Tammy Hamilton. "They have a number of proprietary technologies that will help us to update our business processes and improve our customer experience in all departments. But, they also have a real understanding of what it takes to succeed in a community like Whitehorse. They're all about service and looking after the customer, and that's how we built Klondike Motors, so we think this is a good move, all around."

Klondike will continue operating under their existing name with Norcan transitioning to the DRIVING FORCE brand and maintaining their combined staff complements totalling some 60 personnel.

More Information:

Claudette Larocque
Director, Marketing and Communications
The Driving Force Inc.
(P) 780.930.7013
(C) 780.721.6556
(E) clarocque@drivingforce.ca

About Norcan Leasing Ltd.

<http://www.norcan.yk.ca>

Founded in 1973, Norcan is an automotive sales, rental and leasing company, with nearly 40 years of success in the land of the midnight sun. Norcan's 500-unit fleet includes cars, vans, 4x4's, and light trucks at locations in Whitehorse and Inuvik, NT. Norcan serves local businesses and citizens, as well as providing vehicles to a large portion of Whitehorse's European tourist trade.

About Klondike Motors

<http://klondikemotors.ca>

Klondike Motors is an authorized General Motors of Canada dealer, serving Whitehorse for more than three decades. Klondike provides sales and service for the full line of Buick, Chevrolet and GM vehicles, including factory parts and accessories, plus a large inventory of used vehicles. The dealership has recently expanded its body shop with the addition of a state-of-the-art paint booth.

About DRIVING FORCE Vehicle Rentals, Sales & Leasing

<http://www.drivingforce.ca>

Founded in 1978, DRIVING FORCE has grown to become one of Western Canada's largest local vehicle suppliers, with over 260 staff in 13 locations across BC, Alberta, Saskatchewan, Yukon Territory, Northwest Territories and Nunavut. DRIVING FORCE provides vehicle rentals, sales and leasing services for all kinds of vehicles, and can supply any make or model, new or used, foreign or domestic, customized to meet the client's needs. DRIVING FORCE has been recognized as one of Canada's 50 Best Managed companies, five years running.