

What Drives You?

**DRIVING
FORCE**

Vehicle Rentals | Sales | Leasing



Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

Spring/Summer
2016

Trucks Getting Sleek New Lines



Photo courtesy of Nissan

What's Inside?

Leasing Specials	02
Windshield Visibility	02
New President Announced	03
Win Hillberg and Berk Jewelry	03
Current Rental Specials	03
Sales Specials	04

Did You Know?

- Light truck, crossover and SUV sales hit a new record in Canada for the seventh consecutive year in 2015, with 1,182,766 leaving dealership showrooms.
- Ford has sold over 100,000 F-150 pickups each year for the last four straight years – the only vehicle on the market to do so.
- In November 2015, used vehicle dealers recorded \$704 million in sales – a 26% jump over the same month in 2014.



ISO 9001
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The industry standard for pickup trucks rarely stays still for long, and this year's early auto shows have revealed interesting new developments both from the frontrunners and some lesser-known players.

Nissan introduced the new Titan XD pickup at the North American International Auto Show Jan. 12, 2015, but sales of the larger second-generation Titan started just last month in many places. The truck is significantly larger than the vehicle it replaces, and Nissan raised eyebrows when it announced that the initial trim offering would only be available with the all-new 5.0-litre Cummins V8 turbodiesel.

The Titan XD has been beefed up in order to take advantage of the 310-horsepower and 555 lb.-ft. offered by the diesel, taking it to a different level of towing and hauling performance than the Ram 1500 EcoDiesel – currently the only light duty pickup offered with a diesel engine. In fact, the Titan XD sits at the top end of the capability chart for light duties; it's rated to tow over 12,000 lbs. when properly equipped, with a 2,000-lb. payload rating. Nissan CEO Carlos Ghosn says the idea is to fill the "white space" between current half-ton offerings and three-quarter-ton offerings without compromising ride and comfort.

New for the 2016 auto show tour is an off-road optimized variant called the Titan Warrior. The extreme pickup concept shows the Titan XD's potential to rival Ford's popular F-150 Raptor off-roader, which will undergo a transformation of its own this year, dropping the previous 6.2-litre V8

for a 3.5-litre EcoBoost V6. A 10-speed automatic transmission is also on the features sheet.

Meanwhile, GMC announced the Sierra All Terrain X – a more 'hard core' version of the All Terrain trim offering aimed at off-road enthusiasts. Powered by a 5.3-litre EcoTec3 V8 with a performance exhaust system, the All Terrain X has features like 18-inch mud-terrain rated tires, auxiliary lighting on a bed-mounted sport bar, Eaton locking rear differential, a Z71 off-road suspension package, a sprayed-in box liner and body-coloured trim accents.

All three off-road truck versions could be of interest to Canadian drivers who operate in remote areas on gravel or dirt roads. DRIVING FORCE will continue to provide all makes and models available for lease customers upon request. Talk to our experienced staff about your vehicle needs today.

Just announced:

10 Years **BEST**  **MANAGED COMPANIES**
Alumni member

At DRIVING FORCE, we're driven to deliver...*anything* you want!

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Leasing Specials Rigged and Ready!

DRIVING FORCE has commercial units rigged and ready. Check out these leasing specials and contact us for more details at 1-800-936-9353.

2015 International Terrastar SFA 4X4

- Ventures 16ft deck
- Power liftgate

#128766



2015 Ford E450 Cubevan

- Locking rear differential
- Five-speed automatic

#125958



2015 Ram 5500 SLT

- Brutus oilfield picker deck
- Fassi F65 crane
- Vmac underhood compressor

#127773



2015 Ford F550 XLT

- Brutus aluminum service body
- Cobra 5500 crane
- Vmac underhood compressor

#127655



Windshield Visibility

All across Canada, spring presents ever-changing driving conditions. The sun's shifting position, rain, snow and fog and gritty slush conspire to make visibility behind the wheel unpredictable. Two vehicle systems must work together to keep you both comfortable and safe as you watch the road ahead: the windshield wiper system and the windshield itself. Keeping both systems in good working order is important.

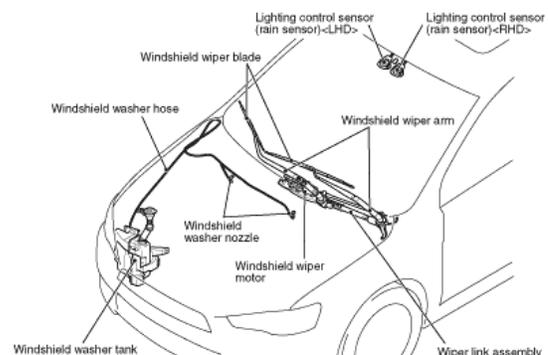
Technology continues to move forward, with your vehicle's radio and GPS antenna, and even heating elements embedded into your windshield, depending on the model and available options. Recent advances in the middle layer of these laminated glass systems have allowed designers to maintain or even reduce the thickness and weight of the front glass while improving its acoustic insulation.

No matter how sophisticated the construction, no windshield is immune to the flying rocks commonly encountered as accumulated ice and snow melts. Numerous services are available to repair bullseyes, surface chips, starbursts and even cracks extending up to 20 inches, according to some claims. This is good news for those who would rather repair than replace their original windshield.

Remember that the windshield is now a structural component in your vehicle's safety system, so driving with a compromised windshield also compromises your vehicle's ability to protect you. An OEM (Original Equipment Manufacturer) glass is your safest bet, but less expensive aftermarket glass is still safer than a glass with large cracks or multiple bruises.

Your wiper system has also improved, with better blades and more sophisticated control mechanisms. Automatic rain-sensing wipers are activated by a sensor at the top of the windshield scanning for changes in the reflective qualities of the glass. Water droplets forming on the glass refract light away from the sensor, triggering the wiper system to activate.

Today's wiper blades often feature special coatings and patented designs. 'Winter' models are also available with low profile wipers that are more resistant to snow and ice build-up; buy a good set and you'll find seeing while you're motoring a whole lot easier.





NEW President

Mark Nolin
President



He's not a new face with the company, but you'll now find former Senior Vice President Mark Nolin in a different office at DRIVING FORCE. He's in the corner office, where he has taken over the role of president. After 38 years leading the company he founded, Jeff Polovick is taking on a new role within the company. He remains a member of the board of directors, which allows him "unlimited free days" at his many favoured golf destinations.

Mark Nolin, our new president, marks the 23rd anniversary of his start with DRIVING FORCE March 1st, coincidentally the same day he officially takes on his new role. Over two decades of DRIVING FORCE culture have shown him the importance of exemplary service and a commitment to customer satisfaction, so it should come as no surprise that his approach to the new job is one of incremental improvement.

"Our research shows that over 99% of the 2,000 plus customers surveyed last year would recommend us to a friend," he says. "That doesn't happen without a consistent commitment to exceeding customer expectations. We're committed to growing our company, but the commitment to exceeding customer expectations will always remain at the core of what we do as we turn DRIVING FORCE into a national company."

Also on the move is Ayman Ammoura, former chief operating officer, who will now take on the vacated senior vice president role.

You Could Win Hillberg and Berk Jewelry!

Complete the questionnaire on the attached cover letter and fax it to **780-484-7094** by **April 29th, 2016** for your chance to win **Hillberg and Berk earrings, necklace and bracelet!**



DRIVING FORCE New Locations

DRIVING FORCE is pleased to meet your rental needs at any of our 24 locations across Canada, including airport-accessible locations like our new Winnipeg airport location – 1750 Sargent Avenue.

Our Inuvik DRIVING FORCE staff recently moved to a new address - 60 King Road. If you're planning a trip, be sure to visit us at www.drivingforce.ca to book your DRIVING FORCE rental early.

Our Customers Have Their Say

Over 99% of our customers say they would recommend **DRIVING FORCE** to a friend.

DRIVING FORCE commissions surveys of our customers in Rentals, Sales and Leasing on a regular basis. The replies we receive become our Moments of Truth. Statistics are based on 2,062 completed surveys for 2015.

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 pick up and delivery.*

Call 1-800-936-9353

**Some restrictions apply.*



Try our online rental reservation system at www.drivingforce.ca/rent



DRIVING FORCE Sales Specials

Prince George



2013 Ram 3500 ST 6.7L, crew cab, turbodiesel, back-up camera, sprayed-in box liner. **\$37,995**

Prince George



2015 Ram 1500 Laramie 3.0L, V6, crew cab, turbodiesel, h/c driver's seat, 4x4, sprayed-in box liner. **\$54,999**

Fort St. John



2015 Jeep Cherokee Ltd. 3.6L, V6, heated leather seats, navigation system, remote engine start. **\$45,900**

Fort St. John



2014 Toyota Camry LE 2.5L, four-cylinder, power sun roof, back-up camera, air conditioning. **\$21,900**

Edmonton West



2013 Chevrolet Express LT 5.3L, V8, 8-passenger, AWD, remote engine start, power sun roof, driver's seat. **\$26,937**

Edmonton West



2012 Audi Quattro Premium 3.0L, TDI diesel, nav. system, back-up camera, heated seats, panoramic sun roof. **\$49,937**

Whitehorse



2015 GMC Yukon SLT 5.3L, V8, back-up camera, navigation system, power sun roof, power liftgate. **\$58,988**

Whitehorse



2014 Chrysler 300C 5.7L, AWD, V8, remote engine start, heated seats, navigation system, back-up camera. **\$36,988**

Financing & leasing options are available on all vehicles.

British Columbia locations apply a \$399 administration fee & taxes to all vehicle sales. | Prices shown do not include taxes

DRIVING FORCE Contest Winner



Al Bergen (left) and Saskatoon Branch Manager, James Krawchuk (right).

Al Bergen, of Peter Bergen Industries Inc., completed a questionnaire and won a pair of Bose IE2 audio headphones in the Fall/Winter 2015 edition of Automatic Transmission.

This month you could win a Hillberg and Berk sparkling jewelry prize package valued at \$330 just by completing our brief questionnaire and returning it by fax to 780-484-7094 or email Claudette@drivingforce.ca.

Edmonton West

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

Edmonton South

9503-34 Ave
Edmonton, AB
Ph: 780-930-3667

Leduc/Nisku

8336 Sparrow Crescent
Leduc, AB
Ph: 780-980-2672

Fort Saskatchewan

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

Calgary NE

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

Calgary SE

3660-50 Avenue SE
Calgary, AB
Ph: 403-296-0776

Fort McMurray

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

Fort McMurray Airport

1 Snowbird Way
Fort McMurray, AB
Ph: 780-747-7619

Grande Prairie

11507-100 Street
Grande Prairie, AB
Ph: 780-814-9596

Langley

9522-200 Street
Langley, BC
Ph: 604-881-9559

Fort St. John

6674 Airport Road
Fort St. John, BC
Ph: 250-787-0634

Fort St. John Airport

9919 Terminal Road
Fort St. John, BC
Ph: 250-787-0634

Terrace

3040 Highway 16
Terrace, BC
Ph: 250-635-9559

Prince George

1745 Victoria Street
Prince George, BC
Ph: 250-564-6378

Saskatoon

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

Winnipeg

450 Oak Point Hwy
Winnipeg, MB
Ph: 204-694-3488

Winnipeg Airport NEW

1750 Sargent Avenue
Winnipeg, MB
Ph: 204-774-3488

Whitehorse

213 Range Road
Whitehorse, YT
Ph: 867-668-2137

Whitehorse Airport

75 Barkley-Grow Crescent
Whitehorse, YT
Ph: 867-668-2137

Inuvik

60 King Road
Inuvik, NT
Ph: 867-777-2346

Inuvik Airport

Main Terminal
Inuvik, NT
Ph: 867-777-2346

Iqaluit

Akiliq Drive, Building 2018 B
Iqaluit, NU
Ph: 867-979-2088

Guelph

895 Woodlawn Road W
Guelph, ON
Ph: 519-766-4040

Happy Valley-Goose Bay

7 Burnwood Drive
Happy Valley-Goose Bay, NL
Ph: 709-896-9343

1-800-936-9353

www.drivingforce.ca

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, contact information or to be removed from our mailing list, please contact us.

Automatic Transmission

c/o DRIVING FORCE

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e-mail: marketing@drivingforce.ca

Automatic Transmission is published twice a year to inform DRIVING FORCE customers about our people, our company and our industry.



Used Vehicle Centre
1-800-936-9353
www.drivingforce.ca

AMVIC Licensed / Dealer License #30803 (Prince George) & #40128 (Langley)