## What Drives You?



Vehicle Rentals | Sales | Leasing



Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

## Fall/Winter 2014

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## **Did You Know?**

- The transportation sector produces approximately 25% of Canada's total greenhouse gas emissions.
- Canada has over 38,000 kms of national and regional highways.
- A litre of gasoline is the result of about 20 metric tonnes of ancient organic material.
- Greenhouse gases stay in the atmosphere for years. Even if emissions were eliminated entirely today, global warming would continue for at least a century.

Follow us on:



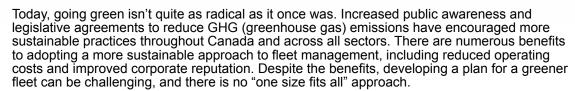






**ISO 9001** Certified

# Creating a **Greener Fleet**



At the 2014 North American Fleet Association (NAFA) Institute and Expo, Whitney Pitkanen, project manager with Calstart, presented a five-step methodology directed at helping fleet managers create a greener fleet. "One of the greatest barriers we have found to fleets adopting clean technologies is the ability of fleet managers to execute a simple step-by-step process that makes sense to everyone in the organization," Pitkanen said.

The following five steps have been compiled into a manual called "Sustainable Fleet Deployment Best Practices."

#### Step 1: Baseline Your Fleet

Focus on vehicles in your fleet that consume the most fuel, or cost you the most in upkeep. By concentrating your efforts in these areas, you can achieve the greatest gains.

#### Step 2: Know your options - all of them

Shifting a fleet to an alternative fuel source or introducing advanced technology vehicles can create a big impact, but these changes can't always be immediately implemented. Adopting smaller changes like improved route planning, proper vehicle selection, and driver education can provide more immediate results.

#### Step 3: Create a smart deployment strategy

Select technologies that best apply to your fleet based on daily mileage and driving conditions. Examples include deploying hybrid cars for lower mileage parcel delivery and natural gas for high mileage, heavy duty routes.

#### Step 4: Identify what you want to achieve, and when

Once you have identified milestones and the resources required to achieve those milestones, set a timeline.

#### Step 5: Make an investment

In some cases, the immediate cost savings from reduced fuel consumption can offset the initial investment of the plan. In others, fleet managers might have to weigh the initial costs against gains that will be made further down the road.

For more information see:

http://www.autosphere.ca/fleetdigest/2014/08/14/best-practices-5-steps-to-less-fuel/.

Source: Kazmierski, Jack. "Best Practices: 5 Steps to Less Fuel." Autosphere. Fleetdigest. 18 Aug. 2014. Web. 9 Sept. 2014



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## **Leasing Specials** Rigged and Ready!

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



- - New 2014 Dematco service body with Cobra 5500 crane and VMac underhood compressor
  - Only 12,000 km/409

#### 2014 Ram 3500 Laramie 4x4



- Black appearance group.
  Rear DVD.
- 9,000 kms

#### 2014 Ram 3500 SLT 4x4



- 6.4L Hemi V8, 6-speed automatic transmission
- 9ft flat deck with underbelly box
- Crewcab

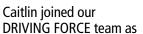
### 2014 International Terrastar SFA 4x4



- TK Service body with Auto Crane 5005EH & underhood compressor
- **Navigation**

## **Employee** Profile

Caitlin Heine **DRIVING FORCE** National Business Development Manager





a Rental Manager at our Langley location in May 2012 after working for five years as a sales executive with a competing national rental company. Her industry knowledge quickly proved to be of exceptional value to her customers and DRIVING FORCE as she helped to optimize operations at the branch. Not one to be satisfied with status quo, Caitlin soon identified an opportunity in BC's active mining sector and in the Terrace/Kitimat region in particular. She played a critical role in the development of our Terrace location and the doors opened in March of 2013, with the branch achieving immediate success. In June of 2014, she was promoted to the role of National Business Development Manager and has gone on to support the development of two new DRIVING FORCE locations; Guelph, ON and Happy Valley-Goose Bay, NL.

Caitlin says that her success comes from paying close attention to her customers and looking for ways to provide better service. "My definition of success is to be more convenient for our customers, no matter where they are. We want to provide them with access to a single point of contact that has a true understanding of their needs so we can deliver optimum value and consistency of service and programs, all across the country."

Caitlin's previous industry experience set the stage for a greater appreciation of the DRIVING FORCE way of doing business. "DRIVING FORCE gives me the ability to respond to our customers' needs, rather than just trying to rent them what we have on hand," she says. "It's great to be able to bring in exactly the right vehicle for that customer. I know nobody else provides that kind of service." And while her role may have grown in scope, she still finds her greatest reward in the interaction with individual customers. "My goal is to develop national accounts to help our company grow, but local business is still our bread and butter. I still get excited about a one-truck deal!"

As part of her continuing efforts to stay in touch with her customers and their needs. Caitlin is one of only two female members of the Pipeline Contractors Association of Canada. Away from work, she enjoys hiking, reading, music festivals and spending time with her two miniature schnauzers.

Contact: cheine@drivingforce.ca





## BEST MANAGED COMPANIES Platinum member

## Vehicle Rentals | Sales | Leasing

## **Prince George**

The opening of our new location in Prince George on September 2, 2014, marks a major milestone for DRIVING FORCE as we continue to expand. Our new location, the result of acquiring Key Lease Canada Inc., provides DRIVING FORCE with a stronger presence in BC. In addition to providing current leasing customers with outstanding service, DRIVING FORCE will be adding rental and sales services, which have not previously been provided at that location. The new location will be led by Branch Manager Barry Clark, who can be reached at 250.640.1561 or bclark@drivingforce.ca.

With nine mines currently operating in central British Columbia, two under development, and an additional 19 proposed, our expertise in providing vehicles and fleet management to meet the unique demands of the mining industry are a great fit for the Prince George region.



## Win a BOSE SoundDock® Series II

Fill in the questionnaire on the attached cover letter and fax it to 780•484•7094 by October 31st for your chance to win a BOSE SoundDock® Series II!



See back page for last issue's winner.

## **FLEET CLEARANCE SALE**

October 6th - 31st, 2014



We're over-stocked with rental, fleet, & lease returns!

- 30-Day trial
- All vehicles DRIVING FORCE certified, fully reconditioned and ready to go.
- Hundreds of cars, trucks, vans, and SUVs, all with our 3 month, 5,000km warranty.
- · Bring your trade in
- · Financing available
- All vehicles include a CarProof report, lien check, 120 point vehicle inspection, two sets of keys, an owner's manual and a full tank of gas.



#### 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 new online rental reservation system at www.drivingforce.ca





## Vehicle Rentals | Sales | Leasing

## Used **Vehicle Specials**

#### **Edmonton West**



2012 GMC Savana 1500 SLE 5.3L, AUTO, 8 passenger, AWD, bucket seats. **\$27,935** keyless entry

#### **Edmonton South**



2012 Ram 1500 Sport Custom 6" lift kit, 5.7L, AUTO, cladded wheel wells. <sup>\$</sup>35,935 39.000 kms

#### **Grande Prairie**



2012 Chev Silverado 3500HD 6.6L, AUTO, 6 passenger seating, 4x4, long box trailer brake controller, \$45,995

#### Calgary



2013 Ford F350 Lariat 6.7L. Crew cab. AUTO. Power Stroke diesel engine leather h/c seats. **\$45,999** 

#### Langley



2011 Ford Ranger Sport FX4 4L, AUTO, V6 engine, 4 passenger seating, front tow hooks. \$21,974

#### Fort St. John



2014 Cadillac Escalade Base 6.2L, AUTO, 7 passenger seating, leather seats NAV, DVD, sun/ 78,995

#### Saskatoon



2014 Toyota Tundra SR5 TRD Crew cab, 5.7L, V8, AUTO w/overdrive, sunroof, r/boards, bed liner, 47,892

Financing & leasing are available on all vehicles

#### **Whitehorse**



2009 Ford Mustang GT Convertible 4.6L, V8 engine, 5-speed, Cervini 29 000 kms 25,998

PRICES DO NOT INCLUDE TAXES



**Used Vehicle Centre** 1•800•936•9353 www.drivingforce.ca Rentals • Sales • Leasing

AMVIC Licensed / Dealer License #30221

## **DRIVING FORCE Contest Winner**



Janice Frolich won a 6 Piece Henckels Knife & Block Set in our Spring/Summer customer bulletin contest. Janice Frohlich of West Edmonton Christian Assembly won a Henckels knife and block set by completing the questionnaire accompanying our Spring/Summer Customer Bulletin.

MANAGED COMPANIES

You could win a BOSE SoundDock® Series II just by completing our brief questionnaire and returning it by fax to 780-484-7094 or by email to Claudette@drivingforce.ca

## Edmonton West 11025–184 Street

Ph: 780 • 483 • 9559

#### **Edmonton South** 9503–34 Ave Edmonton, AB Ph: 780•439•9559

#### 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

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 Ph: 250 • 635 • 9559

#### Prince George 1745 Victoria Street Prince George, BC Ph: 250•640•1561

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

#### Whitehorse 213 Range Road Ph: 867 • 668 • 2137

#### Whitehorse Airport

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

#### Inuvik

170 Airport Road Inuvik, NT Ph: 867•777•2346

#### **Inuvik Airport** Main Terminal

Inuvik, NT Ph: 867•777•2346

Akilliq Drive, Building 2018 B Iqaluit, NU Ph: 867 • 979 • 2088

## 895 Woodlawn Road W

#### Guelph, ON Ph: 519•766•4040

## Happy Valley-Goose Bay ≥N≡WI 7 Burnwood Drive Happy Valley-Goose Bay, NL Ph: 250•922•4695

#### **Toll Free:** 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 or contact information, or to be removed from our mailing list, please contact us.

Automatic Transmission c/o DRIVING FORCE 11025 • 184 Street, Edmonton, AB T5S 0A6 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.

