

What Drives You?



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.

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Creating a Greener Fleet

Today, going green isn't quite as radical as it once was. Increased public awareness and legislative agreements to reduce GHG (greenhouse gas) emissions have encouraged more sustainable practices throughout Canada and across all sectors. There are numerous benefits to adopting a more sustainable approach to fleet management, including reduced operating costs and improved corporate reputation. Despite the benefits, developing a plan for a greener fleet can be challenging, and there is no "one size fits all" approach.

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



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 for immediate lease. Check out these leasing specials and contact us for more details at 1-800-936-9353.



2012 Ram 5500 SLT 4x4

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

#111724



2014 Ram 3500 Laramie 4x4

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

#121781



2014 Ram 3500 SLT 4x4

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

#119882



2014 International Terrastar SFA 4x4

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

#119772

Employee Profile

Caitlin Heine
DRIVING FORCE
National Business
Development Manager



Caitlin joined our DRIVING FORCE team as 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



Vehicle Rentals | Sales | Leasing

DRIVING FORCE Opens in 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.



Artist's rendering of our new DRIVING FORCE Prince George location at 1745 Victoria Street.

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



Used Vehicle Specials

Edmonton West



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

Edmonton South



2012 Ram 1500 Sport
Custom 6" lift kit, 5.7L, AUTO, clad wheel wells, 39,000 kms **\$35,935**

Grande Prairie



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

Calgary



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

Langley



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

Fort St. John



2014 Cadillac Escalade Base
6.2L, AUTO, 7 passenger seating, leather seats, NAV, DVD, sun/moon roof **\$78,995**

Saskatoon



2014 Toyota Tundra SR5 TRD
Crew cab, 5.7L, V8, AUTO w/overdrive, sunroof, r/boards, bed liner, 17, 228kms **\$47,892**

Whitehorse



2009 Ford Mustang GT Convertible
4.6L, V8 engine, 5-speed, Cervini Stalker body kit, 29,000 kms **\$25,998**

Financing & leasing are available on all vehicles.

PRICES DO NOT INCLUDE TAXES

DRIVING FORCE Contest Winner



Janice Frohlich 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.

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
Edmonton, AB
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
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•640•1561

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

Whitehorse
213 Range Road
Whitehorse, YT
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

Iqaluit
Akilliq 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: 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.



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

Rentals • Sales • Leasing

AMVIC Licensed / Dealer License #30221

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