

What Drives You?



Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

Spring/Summer
2014

What's Inside?

Leasing Specials	02
Employee Profile	02
New Airport Location	03
Win a 6 Piece Henckels Knife & Block Set	03
Best Managed	03
Rental Specials	03
Used Vehicle Specials	04
Contest Winner	04

Did You Know?

- DRIVING FORCE is opening its 20th location at the new Fort McMurray Airport.
- The Fort McMurray Airport is the fastest growing airport in Canada and its new \$258 million terminal is set to open June 9th.
- DRIVING FORCE is the official vehicle provider for the 2014 Fort McMurray International Air Show on May 31st and June 1st.

Follow us on:



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Who's In The Driver's Seat?

Driver behaviour is the single biggest factor in determining the ROI on your vehicle fleet. DRIVING FORCE knows this firsthand, as managing our own fleet of more than 10,000 vehicles has led to some valuable insight over the last 35 years.

Drivers affect value directly, with dents or scratches eating away at your bottom line, and interior rips, burns or stains causing unnecessary depreciation. But did you know that the bigger impact comes from how they behave while behind the wheel?



Aggressive driving can have significant impact on vehicle operating costs in terms of fuel consumption, additional maintenance costs and accelerated depreciation. Drivers who put on the hard miles are also less prone to staying on top of maintenance procedures. Something as seemingly minor as tire pressure can lead to drastically increased fuel consumption and accelerated tire wear. Plus, drivers that make a habit of excessive idling or unauthorized use can prematurely age your vehicle, resulting in reduced value at lease-end or disposal.

Before handing over the keys, check drivers' abstracts and references. And once you've made that hire, inform your drivers of your company's expectations regarding responsible operation and care of work vehicles. Ensure that you have a formal driver policy covering authorized vehicle use, maintenance durations, fuel and maintenance card use, and clearly defining "normal wear and tear," along with the consequences for violating any part of the policy.

To help control costs and vehicle usage, take advantage of technologies like GPS solutions, on-line maintenance schedulers, and centralized fleet fuel and maintenance cards. These can help fleet managers ensure that policies are being followed, even when the vehicles are thousands of kilometres away.

DRIVING FORCE Fleet Management Services can provide you with a detailed analysis of your fleet management needs and then provide all the solutions you need to keep one hand on your wallet and both hands on the wheel!

For more about customized Fleet Management Services, please contact Kelsey Phillips, Fleet Management Director, at kphillips@drivingforce.ca or 1-800-936-9353.



Fleet Management Services

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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.



- 2014 Ram 5500 SLT**
- WTW service body
 - IMT compressor
 - IMT crane
 - White exterior



- 2014 Hino 195**
- Cubevan
 - White exterior



- 2014 F550 XLT Super Crew**
- General service body
 - VMAC underhood air compressor
 - Cobra 5500 crane
 - Re-volt booster system



- 2014 Ram 5500 SLT**
- Regular cab
 - CTP 12-ft flat deck
 - Binkley 5th wheel

Employee Profile

Kelsey Phillips
Fleet Management Director
DRIVING FORCE, Edmonton West



A four-year veteran of DRIVING FORCE, Kelsey Phillips heads our recently-launched Fleet Management Service branch. Having been instrumental in the research and development behind our innovative technologies and services, Kelsey is now leading the way as we introduce our unique offering to the market.

"I am really enjoying the customer interaction. Learning about their business challenges and then being able to provide recommendations and solutions that positively impact their bottom line; that's the best," she says. "I love going home at the end of the day knowing that DRIVING FORCE made that happen for them. We help make them better at what they do. That's why they come to us."

In development since 2012, DRIVING FORCE Fleet Management Services proprietary technologies are the backbone of a unique offering targeted at small-to mid-sized fleet operators. "These are companies that have traditionally been ignored by the industry. Most fleet management companies are geared to big clients. We focus on companies with 50 to 500 vehicles, because that's where we see the need and can provide the greatest value," says Kelsey, "but we can also look after the 1000 plus vehicle customers. Basically, we have the toolset that can be customized to look after just about any fleet."

Kelsey says the last few years have flown by, and it's been quite the ride. "The last year has been exceptionally eventful. We had our 35-year celebration, our Calgary location's 20th anniversary, and grand openings in Grande Prairie and Terrace, plus the opening of our new Fort St. John location."

Born in Winnipeg, Kelsey has lived across the Prairies, including Saskatoon and Red Deer, and has resided in Edmonton for the past 20 years. In her downtime, Kelsey enjoys spending time with her husband and her 'fur-baby' dog, Bruiser, and is an avid cook and golfer.

For more information about our fleet management program, contact Kelsey at 780-930-3655 or at KPhillips@drivingforce.ca.



NEW LOCATION: Fort McMurray Airport

DRIVING FORCE has been awarded one of four rental car concessions at the new Fort McMurray International Airport (YMM). We are excited about this opportunity to better serve our customers throughout the Oil Sands region.

The Fort McMurray International Airport is the fastest growing airport in Canada, and its new \$258 million terminal is set to open June 9th. The old terminal was designed to serve 250,000 passengers per year and the new terminal will accommodate over 1.5 million passengers annually.

We are looking forward to greeting passengers when they arrive at the new terminal in June.

For more information about our 20th DRIVING FORCE location, please contact Mark Dobko, Edmonton and Area Branch Manager, at 780-641-1150 or mdobko@drivingforce.ca.



From left to right: Fort McMurray Branch Manager Shane Boersma, Senior Fleet Maintenance Manager Doug Lehman, and Edmonton and Area Branch Manager Mark Dobko inspect progress at the new Fort McMurray International Airport.

Win a 6 Piece Henckels Knife & Block Set

Fill in the questionnaire on the attached cover letter and fax it to **780•484•7094** by **May 30th** for your chance to win a 6 Piece Henckels Knife & Block Set!



See back page for last issue's winner.

DRIVING FORCE Named One of Canada's Best Managed Companies for 8th Year

DRIVING FORCE Vehicle Rentals, Sales and Leasing has been named one of Canada's Best Managed Companies for the eighth year in a row, achieving exclusive Platinum Club member status for the second year. The winners were announced in a special edition of the Financial Post.

"The award is really about more than just our management; it's a reflection of our people," said Jeff Polovick, DRIVING FORCE President and CEO. "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."

DRIVING FORCE first qualified as one of Canada's Best Managed Companies in 2006. Canada's Best Managed is one of the country's leading business award programs, recognizing excellence in Canadian-owned and managed companies.



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 Sierra 3500HD SLE Z71
6L, AUTO, 6 passenger capacity, 4x4, long box. **\$35,935**

Edmonton South



2012 Cadillac Escalade Luxury
6.2L, AUTO, AWD, DVD, leather seats, NAV, sunroof. **\$64,988**

Calgary



2013 Ram 1500 Laramie
5.7L, AUTO, crew cab, leather heated seats, side step bars. **\$40,499**

Grande Prairie



2010 Jeep Commander Sport
3.7L, AUTO, 4X4, 7 passenger capacity, 3rd row seating. **\$24,995**

Saskatoon



2012 Ford Super Duty F-350 Lariat
SRW, 6.7L V8 turbo diesel engine, leather h/c front seats, keyless entry. **\$47,884**

Whitehorse



2012 Nissan Xterra PRO-4X
4L, V6 engine, 4x4, bucket seats, keyless entry, front tow hooks. **\$25,995**

Langley



2013 Chev Express 3500 LT
15 Passenger, 6L, AUTO, RWD 3500 155", keyless entry, bluetooth. **\$33,995**

Fort St. John



2011 Ram 3500 SLT
6.7L, Diesel, AUTO, 4x4, short box, wooden boxliner, keyless entry. **\$36,995**

PRICES DO NOT INCLUDE TAXES

Financing and leasing are available on all vehicles.

Rentals
Sales
Leasing



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

AMVIC Licensed / Dealer License #30221

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

DRIVING FORCE Contest Winner



Any Yu won a SONY Camera in our Fall/Winter customer bulletin contest.

Any Yu won a SONY camera by completing the cover letter that accompanied our Fall/Winter Customer Bulletin.

You could win a 6 Piece Henckles Knife & Block Set 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 T5S 0A6
Ph: 780-483-9559

Grande Prairie
11507-100 Street
Grande Prairie, AB T8V 2N7
Ph: 780-814-9596

Fort St. John Airport
9919 Terminal Road
Fort St. John, BC V1J 4H9
Ph: 250-787-0634

Edmonton South
9503-34 Ave
Edmonton, AB T6E 5W8
Ph: 780-439-9559

Fort McMurray
340 Parent Way
Fort McMurray, AB T9H 5E6
Ph: 780-791-0932

Iqaluit
Akilliq Drive, Building 2018 B
(P.O. Box 331)
Iqaluit, NU X0A 0H0
Ph: 867-979-2088

Leduc/Nisku
8336 Sparrow Crescent
Leduc, AB T9E 8B7
Ph: 780-980-2672

Fort McMurray Airport
Highway 69
Fort McMurray, AB T9H 4B7
Ph: 780-791-0932

OPENS June 9th

Whitehorse
213 Range Road
Whitehorse, YT Y1A 3E5
Ph: 867-668-2137

Leduc/Edmonton Int. Airport
Executive Royal Inn
Room 101, 8450 Sparrow Dr.
Leduc, AB T9E 7G4
Ph: 780-980-2672

Saskatoon
2910 Idylwyld Drive North
Saskatoon, SK S7L 5Y6
Ph: 306-931-9559

Whitehorse Airport
75 Barkley-Grow Crescent
Whitehorse, YT Y1A 3E5
Ph: 867-668-2137

Fort Saskatchewan
10404-99 Avenue
Fort Saskatchewan, AB T8L 3W2
Ph: 780-998-2995

Vancouver
9522-200 Street
Langley, BC V1M 3A6
Ph: 604-881-9559

Inuvik
Box 2568, 170 Airport Road
Inuvik, NT X0E 0T0
Ph: 867-777-2346

Calgary NE
2332-23 Street NE
Calgary, AB T2E 8N3
Ph: 403-296-0770

Terrace
3040 Highway 16
Terrace, BC V8G 3N5
Ph: 250-635-9559

Inuvik Airport
Main Terminal
Inuvik, NT X0E 0T0
Ph: 867-777-2346

Calgary SE
3660-50 Avenue SE
Calgary, AB T2B 3N9
Ph: 403-296-0776

Fort St. John
6674 Airport Road
Mail to:
RR 1 Site 10 Comp 7
Fort St. John, BC V1J 4M6
Ph: 250-787-0634

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.

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