



# What Drives You?



Vehicle Rentals | Sales | Leasing

Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

## Skid Control

Living in a severe winter climate has its challenges. Among those is the virtually inevitable skid.

You know the feeling – as you approach a red light, you press the breaks and suddenly your tires lock. You may be skidding straight (hopefully), “fish tailing,” or turning perpendicular. Whatever the case, quick action is needed to regain control and reduce the risk of an accident.

Your first instinct may be to turn into the slide. This advice is often given but should be sparingly practiced. Without adequate prior training, turning into a slide could result in swerving into oncoming traffic or hitting a tree or other roadside object.

The ideal reaction in a rear-wheel skid is to take your foot off the break, shift to neutral and steer gently, aware of how your car is reacting. When control is regained, shift back into gear and accelerate to the flow of traffic.

Front-wheel skids are caused by excessive breaking and/or quick turns. The best way to regain control is to remove your foot from the break, shift to neutral and don't turn the steering wheel. Revert to normal driving when the wheels grip the road again.

Ideally, the best way to handle a skid is to try to avoid it all together. Before heading out, check the tread on your tires. They should be deep enough to cover the queen's crown on a penny. Proper inflation of your tires can go a long way to help you maintain control of your vehicle. Also, anticipate turns and lane changes and slow down in advance.



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## Business Leasing

Leasing offers distinct advantages over traditional car loans for business vehicle ownership.

New and established companies enjoy financial flexibility to achieve monetary goals with minimal expense. Lease debt does not have to be considered a direct liability on financial statements, maintaining credit availability and the ability to borrow from other lending sources.

Capital can be used for business expenditures or reinvested in other business opportunities. Depending on the terms of the agreement, lease payments may be written off as a business expense, further adding to the financial benefits.

Most major repairs occur after five years of ownership. Maintenance and repair costs can be kept to a minimum with replacement of aging vehicles. Leasing can offer a timely and cost efficient method of fleet management.

Leasing is also inflation friendly. As the costs of business increase with a growing economy, the cost of maintaining your fleet will not. Your costs remain fixed regardless of business performance.

DRIVING FORCE can customize vehicles to meet the needs of your business and offers corporate plans for small business through to national corporations. For more information on leasing call **1-800-936-9353** or visit DRIVING FORCE online at [www.drivingforce.ca](http://www.drivingforce.ca).



### Call For Current Rental Specials

Short or long term rentals, from compact cars and SUVs to vans and pick up trucks of all sizes, DRIVING FORCE rents them all.

We also offer free pick up and delivery.\*

Call **1-800-936-9353**

or log on to [www.drivingforce.ca](http://www.drivingforce.ca)

\*Some restrictions apply.

## Leasing Myths

There are a number of misconceptions about leasing. DRIVING FORCE is here to help separate fact from fiction:

### “Mileage is heavily restricted.”

Mileage is not restricted on every lease. Business use lease vehicles generally enter open-ended lease agreements where no restriction is placed at all. Allowable mileage is often negotiable on lease agreements that do place limits. Restrictions are often based on a 24,000 km/year average for a typical driver.

### “Payments never end.”

Payments end at lease end, usually after 24, 36 or 48 months. Payments are also lower than traditional car loans.

### “Leasing costs more than buying.”

Initial costs are usually lower with leasing – up to 60% lower. Since leases do not usually exceed five years, the maintenance and repair costs are also lower.

### “Balloon payments are inevitable at lease end.”

The vehicle does not have to be bought at lease end. Consumers can choose a lease that allows them to return the keys and walk away or get a new vehicle. If the vehicle is purchased, the remaining balance reflects the current lower residual value, not the full cost of a new car.

### “Only low-end vehicles can be leased.”

Because the payments are significantly lower, people can afford to lease vehicles they could not otherwise afford to buy. In fact, luxury cars are among the most leased vehicles.

Have questions about leasing? DRIVING FORCE Lease Account Managers are here to help. Call **1-800-936-9353**.



**2008 Jeep Nitro  
SLT R/T**

4.0L engine, 5 speed auto, air, cruise, tilt,  
20" wheel package, XM radio, CD

Your Drive Starts Here

starting at **\$598/mo. + GST**

**1-800-936-9353**

48 months lease with \$1000 down, \$675 deposit - GST not included. Call your Lease Account Manager for details

## Employee Profile

**Don Myles**  
Lease Manager



What drives Don Myles? Ensuring customer satisfaction! Don builds strong customer relationships through personalized leasing services.

Born in Fredericton, New Brunswick, Don moved west for better job opportunities. He had been purchasing vehicles from DRIVING FORCE since 1981 and liked the company so much he decided to join the lease team. He spent three years in Calgary then transferred to the west Edmonton location.

Don is a firm believer that leasing can help keep individuals, small business and large corporations financially safe.

“Leasing offers flexibility and affordability,” says Don.

The flexibility is tied to the ability to keep credit available and not having capital tied up. Affordability comes from the lower payments. You are not paying for the entire value of the car, just the portion you “use up” during the lease.

A major advantage to a lease is that it can be turned into a traditional car loan if the buyer chooses, whereas the reverse is not possible.

“Like any other major purchase, consumers should do their research before committing,” says Don. “Not all leases are the same.” There are different types of lease agreements and the details vary according to individual needs.

“A lease has to fit your needs and priorities. Would you buy a inexpensive suit if it didn't fit?” asks Don. “Leasing should keep you financially safe.”

Contact Don at (780) 930-3669 or via email at [dmyles@drivingforce.ca](mailto:dmyles@drivingforce.ca)



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# What Drives You?

**DRIVING FORCE**  
Vehicle Rentals | Sales | Leasing



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## Used Vehicle Specials

### Edmonton West/South Sales Specials



**2007 Cadillac Escalade ESV**  
8800 km, loaded, A/C, alloys, AM/FM/CD, anti-lock, cruise, DVD, leather, On-Star nav sys, 48 mth lease, \$10,000 Down, \$27,000 residual



**2007 Chev Suburban LT**  
V8, auto, fully loaded, heated seats, power moonroof, low kms, 48 mth lease, \$0 Down

### Calgary Sales Specials



**2004 GMC T750**  
80,000 km, 24 box, pwr lift gate, diesel, rear wheel drive, 48 mth lease, \$4500 Down Payment, \$993 Deposit



**2007 Toyota FJ Cruiser**  
12,000 km, C Package, fully loaded, manual 6 spd, 48 mth lease, \$0 Down Payment, \$600 Deposit

### Saskatoon Sales Specials



**2006 GMC 1500 SLE E/C 4X4**  
loaded, 78,000 km



**2006 Ford 3/4 Ton E/C**  
2WD, auto, A/C, tilt, cruise, 62,000 km

### Fort St. John Sales Specials



**2006 GMC 3500 C/C 4X4 SLE**  
diesel, automatic, power windows, power locks, CD, 8 ft box



**2006 SRX Cadillac AWD 3.6**  
V6, auto transmission, power windows, power locks, heated seats

Financing and leasing are available on all vehicles.

Rentals  
Sales  
Leasing



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

3 mo. or 3000 miles powertrain warranty on most vehicles

PRICES DO NOT INCLUDE ADMIN. FEE OR GST

## DRIVING FORCE Contest Winner



DRIVING FORCE Contest Winner

Congratulations to Lawrence Boronosky (center) of Reliance Industrial Products. He won tickets to the 2007 Grand Prix of Edmonton by returning the Spring/Summer Automatic Transmission questionnaire. Lawrence and three friends watched the races from our corporate suite above pit row.

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

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

**Fort St. John**  
9415-100 Ave  
Fort St. John, BC  
Ph: 250-787-0634

**Edmonton South**  
9503-34 Ave  
Edmonton, AB  
Ph: 780-483-9559

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

**Iqaluit**  
Box 331  
Iqaluit, NU  
Ph: 867-979-2088

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

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

**Albuquerque**  
1100 San Mateo Blvd. #6  
Albuquerque, NM USA  
Ph: 505-268-4400

**Fort Saskatchewan**  
8716-112 Street  
Fort Saskatchewan, AB  
Ph: 780-998-2995



www.drivingforce.ca

Toll Free **1-800-936-9353**

### 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, 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.

## Fall/Winter 2007/08

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### Did You Know?

- Leasing offers financial incentives for business including a possible tax write off.
- There is virtually no risk of major repair during the life of a lease.
- Not all leases have mileage restrictions.
- At lease end, you may be able to purchase the vehicle, renew the lease or return the keys and walk away.

ISO 9001:2000  
Certified

## Understanding Leasing

Although leasing is quickly becoming the preferred method of vehicle acquisition, many people are still unsure of how it works.

In short, a lease is a usage agreement allowing the lessee to drive a vehicle for a set time. At the end of the lease agreement, the lessee can exchange the vehicle for a new one, buy it, or return the vehicle to the leasing company.



Leasing is based on the principle that you pay the depreciated value of a vehicle for the time you drive it, not the entire worth of the car. Payments are based on the difference between the original value and the residual (the estimated value at lease end).

There are two types of lease agreements: open-ended and closed ended. Open-ended leases do not place limits on annual mileage and the risk of residual value is shared. This type is typically used by corporate customers.

Close-ended leases offer the "walk away" component at lease end. The driver is responsible for damage and excessive wear and tear and kilometre use is negotiable at lease inception.

Terms typically last 24, 36 or 48 months. Depending on your projected usage, DRIVING FORCE offers unique short term leases as well. Lease terms should not exceed the vehicle's warranty period to ensure you are covered for breakage during the life of your lease, lowering your long term maintenance and repair costs. Extended warranties are available for longer leases.

The Lease Account Managers at DRIVING FORCE can walk you through the leasing process and help you determine the type of lease that best suits your needs.

For more information on leasing call **1-800-936-9353** or visit us online at [www.drivingforce.ca](http://www.drivingforce.ca).

### The Buzz at DRIVING FORCE

Leasing expert Buzz Doering recently attended our DRIVING FORCE lease meeting as a guest speaker. Doering discussed the best practices of successful leasing companies, trends in leasing as well as answered questions from our lease account managers.

Doering founded the Doering Leasing Company in 1966 and has been a leasing consultant since 1982. He conducts workshops with vehicle manufacturers, including Volkswagen, Mercedes Benz, BMW and Audi. He is also the author of The Buzz on leasing: Should you lease your next vehicle?

In his many years in the auto industry, Buzz estimates he has visited over 3,000 leasing companies. Where does DRIVING FORCE fit? "Right at the top," says Doering. "In professionalism, growth, quality and customer retention, DRIVING FORCE is right on the ball."



Author and consultant Buzz Doering (left) and DRIVING FORCE General Manager, John Blimke

Doering's visit was part of DRIVING FORCE's ongoing commitment to ensuring staff has the highest level of training and education available.

