



Vehicle Rentals | Sales | Leasing

Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

## Used Vehicle Specials

## DRIVING FORCE Contest Winner

**Edmonton West Sales Special**   **Edmonton South Sales Special**



**2006 BMW 650i Convertible**  
6.5L V8, auto, A/C, tilt, cruise, p/w, p/m, CD, keyless entry, DVD, dual power seats, leather heated memory seats, navigation system, 75,608 km  
**\$74,930**



**2005 Dodge Ram 1500 SRT-10**  
8.3L V10, auto, A/C, tilt, cruise, p/w, p/l, p/m, CD, adj foot pedals, keyless entry, dual power seats, leather, nav system, 32,272 km  
**\$35,930**

**Saskatoon Sales Special**

**Fort St. John Sales Special**



**2007 Pontiac Torrent AWD**  
A/C, alloy wheels, AM/FM/CD, anti-lock brakes, cruise, tilt, keyless entry, p/l, p/m, p/seat, remote start, DVD  
**\$24,368**



**2007 Chevrolet Trailblazer LS**  
4.2L V6, auto, A/C, tilt, cruise, power windows, power locks, CD, leather interior  
**\$24,900**

**Calgary Sales Specials**



**2007 Honda Accord SE**  
V6, p/w, p/dl, A/C, sunroof, keyless entry, alloy wheels, 23,162km  
**\$22,888**



**2008 Ford Escape XLT**  
leather, p/w, p/dl, A/C, keyless entry, alloy wheels, 24,816km  
**\$21,999**

**Fort McMurray Specials**



**2008 GMC Hummer H3 Alpha**  
4X4, 5.3L V8, auto, loaded, dual pwr heated leather seats, OnStar, A smooth ride, A must see!  
**\$39,630**



**2008 Ford F150 C/C**  
5.4L V8, auto, A/C, tilt, cruise, p/w, p/dl, p/m, box liner, 5 passenger, carpet, BLOW OUT PRICE  
**\$32,630**



Congratulations to Ron Kinasewich (far right) of Subco! Ron filled out our questionnaire in the Spring/Summer 2008 Automatic Transmission and won four tickets to the Edmonton Indy, where he enjoyed the races from our corporate suite.

|  |   |   |
|--|---|---|
| <b>Edmonton West</b><br>11025-184 Street<br>Edmonton, AB<br>Ph: 780•483•9559   | <b>Calgary</b><br>2332-23 Street NW<br>Calgary, AB<br>Ph: 403•296•0770              | <b>Fort St. John</b><br>9415-100 Ave<br>Fort St. John, BC<br>Ph: 250•787•0634                         |
| <b>Edmonton South</b><br>9503-34 Ave<br>Edmonton, AB<br>Ph: 780•439•9559   | <b>Fort McMurray</b><br>340 Parent Way<br>Fort McMurray, AB<br>Ph: 780•791•0932     | <b>Iqaluit</b><br>Box 331<br>Iqaluit, NU<br>Ph: 867•979•2088  |
| <b>Leduc/Edmonton Int. Airport</b><br>Executive Royal Inn<br>Room 101, 8450 Sparrow Dr.<br>Leduc, AB<br>Ph: 780•980•2672 | <b>Saskatoon</b><br>2910 Idylwyld Drive North<br>Saskatoon, SK<br>Ph: 306•931•9559  | <b>Albuquerque</b><br>Suite D,<br>4805 Jefferson Street NE<br>Albuquerque, NM USA<br>Ph: 505•268•4400 |
| <b>Fort Saskatchewan</b><br>8716-112 Street<br>Fort Saskatchewan, AB<br>Ph: 780•998•2995                                 | <b>Vancouver</b><br>Bldg B, Unit 2, 10097-201 St<br>Langley, BC<br>Ph: 604•881•9559 |   |

**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.  
*Automatic Transmission*  
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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 2008

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### Did You Know?

- The Canadian government offers a basic rebate of \$1,000 for any vehicle that has 6.5L/100kms or less or any large van, truck or SUV getting less than 8.3L/100kms.
- The first inflatable tire was made out of leather.
- The first hybrid electric model in the U.S. market was the Honda Insight in 1999.
- The automobile is the most recycled consumer product in the world today.



## Going Green with Hybrid Fleets

As the trend in hybrid vehicles grows, so too does DRIVING FORCE's fleet of energy-efficient vehicles. The company is testing the market with a variety of hybrid vehicles for rent, lease or purchase.

Hybrid vehicles range from subcompacts to large SUV-style vehicles to accommodate various customer lifestyles. The company's hybrid fleet includes Toyota Prius, Camry, Nissan Altima, Ford Escape, GMC Yukon and Lexus RX400H. Hybrids are particularly efficient for city traffic and can help save on gas costs for larger vehicles in urban areas.

The hybrid vehicle trend has been particularly strong in Vancouver, where DRIVING FORCE supplies many of the vehicles used in the film and television industry. This industry is moving towards "green shows," where the transportation departments rent the most environmentally-friendly vehicles for their production. The Langley branch has steadily increased its hybrid fleet to approximately 15% of its inventory and branch manager Moe Wetzel hopes to double that number in 2009.



Fuel-efficient vehicles like this Yukon Hybrid are one of the vehicles being used by the crew of the film "Farewell Atlantis" in Vancouver. The film is the largest-budgeted movie ever filmed in Canada.

DRIVING FORCE's hybrid fleet is one part of its future growth and outlook to be at the leading edge of the automotive industry. The company has taken significant steps in the provision of rental hybrids. Parent company The Driving Force Inc. has invested more than \$1.1 million in test marketing a fleet consisting of seven hybrid models available in four different locations across Alberta.

Although there is limited availability at this time, The Driving Force Inc. believes that making an eco-friendly rental alternative available will help move the market to quicker adoption of hybrid and alternative fuel vehicles.

To view the availability of hybrid vehicles in your area, contact your local rental department. For contact information, go to [www.drivingforce.ca/contact-us](http://www.drivingforce.ca/contact-us)

## Leasing Still a Viable Option

In the wake of General Motors' inability to offer leasing as of August 1st, there has been a great deal of speculation on the impact this will have.

Customers can rest assured that leasing options at DRIVING FORCE will not be affected by the changes currently taking place in American manufacturers' leasing departments. As an independent, DRIVING FORCE is in a position to continue offering leasing on all makes and models at affordable rates.

Financing and leasing are available on all vehicles.

**Rentals**  
**Sales**  
**Leasing**

Used Vehicle Centre  
**1•800•936•9353**  
**www.drivingforce.ca**  
PRICES DO NOT INCLUDE GST



# What Drives You?



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## Win an 80GB iPod Classic Video!

Download your favorite songs, pictures and movies with the iPod Classic Video, courtesy of DRIVING FORCE!

Fill in the questionnaire on the enclosed cover letter and fax it to 780•484•7094 by October 31st for your chance to win!



## Leasing Special



\*Vehicle not exactly as shown

### 2009 GMC Sierra 1500 SLE Crew Cab

Your Drive Starts Here

5.3L gas, 6-spd. auto, air, cruise, tilt, pwr seat, short box, 4X4, CD-XM Satellite radio, PW, PDL, alloy wheels, hitch w/brake control

# \$698/mo.\* + GST

\*\$2500+GST downpayment, 36 months OAC. Security \$750. Registration fee \$199. Call your Lease Account Manager for details at 1•800•936•9353

## Tire Safety Tips

Your life rests on your tires. The following tips can help you save on gas, limit wear, and stay safe on the road.

1. Check your tire pressure once a month and before every long trip over 400kms.
2. Inspect your tires for uneven tread wear, bulges, cracks, separation and puncture signs.
3. Rotate your tires every 10,000kms or as specified in the owner's manual.
4. Ensure your tires are properly balanced so they wear evenly.
5. Keep the steering and suspension aligned.
6. Never overload a tire beyond the maximum allowable load.
7. Avoid overheating tires with high speeds, large loads, coarse pavement, under-inflation and aggressive driving.
8. Replace tires when needed.
9. Install new tires in matched pairs or complete sets.

Read more on tire safety at [www.autos.msn.com](http://www.autos.msn.com) and type in "tire safety" in the search field.



"Dude, can you fix a flat?"

## Employee Profile

Laverne Nelson  
Fort McMurray  
Branch Manager



DRIVING FORCE's Fort McMurray branch has experienced phenomenal growth in 2008. Much credit is owed to branch manager Laverne Nelson, who took on the role in March of this year.

Exceeding all business expectations and setting sales records, Laverne is at the helm of the company's fastest-growing branch.

With over 18 years experience in the automotive industry, he brings sales expertise and a great understanding of the industry to DRIVING FORCE. Laverne moved to Fort McMurray from Moosejaw, Saskatchewan in 2006 and stepped into the role of sales manager at a local dealership.

Fort McMurray's used vehicle sales centre was closed in 2004 due to a labour shortage. With an ever-increasing demand for a variety of work trucks and fleet units, the sales centre was re-opened with a blowout sale and grand re-opening on May 3rd.

*"My time here has been fantastic," says Laverne, "and 2009 will be even better. We hope to increase our rentals by 20-25% over 2008 and triple our vehicle sales."*

Laverne has kept busy since that time hiring an experienced finance manager and salespeople, as well as streamlining the rentals department. He has been gaining referrals and building upon the branch's reputation as a friendly location with accommodating staff.

Since the re-opening, Fort McMurray's vehicles have been driven off the lot nearly as quickly as they're being delivered. In a boomtown like Fort McMurray, the variety of vehicles Laverne and his staff can access through 11 locations helps DRIVING FORCE stand out from the competition.

Thanks to Laverne and his team, DRIVING FORCE's share of the sales and leasing market is on the rise in Fort McMurray.

Contact Laverne at 780•791•0932 or [lnelson@drivingforce.ca](mailto:lnelson@drivingforce.ca)

## Buying a Rental Vehicle

What happens to all those vehicles in a rental fleet after they've served their purpose on the lot? Why, they get sold!

There are many consumer misconceptions about purchasing rental vehicles. Here are the pros and cons—and some shopping advice—to make sure your investment in a rental vehicle is money well spent.

Some buyers are hesitant to purchase a rental vehicle because of the multiple unknown drivers. In fact, rental vehicles are often in excellent condition due to regularly scheduled fleet maintenance and appearance upkeep.

Rental companies normally keep a vehicle for a year or two before moving it onto the sales lot. These next-to-new vehicles typically have low mileage and a low price in exchange for a quality vehicle.

While looking at a rental vehicle, it is important to know the history of the vehicle and have it inspected by a certified mechanic. Always make sure to take it for a test drive and get a report on the vehicle from the rental company. At DRIVING FORCE, the Certified Used Vehicle program provides a 120-point inspection conducted by a third party on all vehicles. This ensures you get an unbiased report on the current condition of the vehicle you are considering.

Consider a rental vehicle for your next purchase and join the thousands each year that drive away satisfied with a good deal on a great used car.



### 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.