



Vehicle Rentals | Sales | Leasing

Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

Used Vehicle Specials

Edmonton West Sales Special



2008 GMC Acadia SLT AWD
3.6L 6 cylinder, air con, cruise, p/w, p/s, p/m, tilt, remote entry, remote start, DVD/TV, leather seats, sunroof, ABS, fog lights, 40,446 km

\$35,500



2008 GMC Yukon Denali AWD
6.2L 8 Cylinder, air con, tilt, cruise, p/w, p/l, p/m, CD, remote start, keyless entry, 23,510 km

\$53,500

Edmonton South Sales Specials



2007 Land / Range Rover Super Charged
4.2L 8 cylinder, air, cruise, p/w, p/s, p/m, p/w, p/s, heated/memory, remote entry, reverse park assist, DVD/TV, navigation, 58,145 km

\$68,888



2009 Chevrolet Tahoe LS
5.3L 8 cylinder, 4x4, auto, leather, cruise, p/l, p/m, p/w, ABS, air con, rear air, 29,384 km

\$46,888

Vancouver Sales Specials



2006 Ford Mustang GT Convertible
auto, air, p/l, p/w, tilt, alloy wheels, keyless entry, 28,000 km

\$23,495



2006 Sprinter Cargo LWB
2.7L diesel, 170" wb, auto, air, p/w, p/l, keyless entry, cruise, C/D Player, 4x4, moonroof, abs, 29,000 km

\$38,995

Fort St. John Sales Special



2008 Ford F550 XLT
6.4L Diesel, auto, ATC, p/l, p/w, p/s, p/m-heated, running boards, 8ft. deck with 45 0 Haib picker, 59,689 km

\$59,995



2007 Dodge Nitro R/T
4.0L V6, air, cruise, tilt, p/w, p/l, p/m, remote entry, power seat, C/D Player, 4x4, moonroof, abs, 29,000 km

\$25,500

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

DRIVING FORCE Contest Winners



Montana Currie and Grace Martin present Alana Copeland (centre) with her iPod.

The winner of our Spring/Summer 2009 issue of Automatic Transmission is **Alana Copeland** from Copeland Trucking in Fort St. John. Alana won herself an **Apple 8GB iPod Touch** for completing the brief questionnaire. Congratulations, Alana!

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

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

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

Edmonton South
9503-34 Ave
Edmonton, AB
Ph: 780•439•9559

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

Vancouver
20020-96 Ave
Langley, BC
Ph: 604•881•9559

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

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340 Parent Way
Fort McMurray, AB
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Fort St. John
9415-100 Ave
Fort St. John, BC
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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 2009

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Did You Know?

- IndyCar driver and newest DRIVING FORCE partner Alex Tagliani earned his first win driving go-carts at age 14.
- The "IndyCar" name is derived from the open-wheel style cars raced in the Indianapolis 500.
- At 220 mph a 1,525-lb IndyCar generates 5,000 lbs of downforce, enough to run the car upside-down.
- IndyCar teams monitor engine, tire, steering, throttle and fuel performance in real-time via telemetry.
- All IndyCars are powered by identical Honda-built, 3.5 litre, naturally aspirated V-8 engines, producing around 650 horsepower.

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Suzuki's New Luxury Flagship On Its Way



Even the automatic transmission stays true to the sporty nature of the Kizashi with paddle shifters for optimized driver control. The first models will be front-wheel drive, with an all-wheel drive version soon to come.

With the introduction of the 2010 Kizashi to its lineup, Suzuki is planting both feet firmly in the North American mid-sized sport sedan market. The name itself is a bold statement from a company mostly known for its economy vehicles and performance motorcycles. Kizashi (kee-zah-shee) translates to, "Something great is coming." By all early accounts, the name fits the car.

The new offering from Suzuki reflects the current trends in European styling, with a wide, athletic stance, 18-inch wheels and short front and back overhangs. The net result is a solid, tidy sedan

with aggressive overtones; stylish enough to satisfy the luxury-minded, yet sporty enough to attract performance seekers.

According to **Cris Reyes**, sales manager of Westend Suzuki, "The Kizashi is going to be a perfect complement to the Suzuki lineup. Customers who are looking for an affordable luxury sedan are going to be impressed with all the extras like rain-sensing wipers, hands-free cell phone connectivity, MP3-capable 425-watt Rockford-Fosgate stereo, and so much more. Customers who are looking for a quality mid-sized sedan are going to be surprised at how much value and comfort the Kizashi delivers for their dollar."

Look for the new Suzuki Kizashi to make its way into the showroom in the fall of this year.

Alex Tagliani

Newest DRIVING FORCE Partner



Alex Tagliani, the newest DRIVING FORCE partner.

DRIVING FORCE is really doing business in the fast lane with their newest partner, Canadian-born racing sensation Alex Tagliani. The 36-year old Tagliani signed on with DRIVING FORCE in July, shortly after Conquest Racing declared him as their driver for the Rexall Indy in Edmonton.

This Montreal native has been especially productive this season, with three top ten finishes in six starts, plus capturing the title of 2009 Chase Rookie of the Year at the Indianapolis 500 in May. Tagliani is quick to share the credit for his accomplishment. "I want to thank everyone on the team because without them I wouldn't have been able to do it. It was a great team effort all month and it feels good to be rewarded with this honor. "I will never forget my first 500."

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Alex Tagliani Newest DRIVING FORCE Partner cont...

After his win at the Edmonton Indy NASCAR Canadian Tire Series race in 2008, we were all anxious to see how Alex would fare in his return to the city for the 2009 Rexall Edmonton Indy. His efforts netted him a 13th place finish in a hard-fought contest on the 3.154 km raceway, while his off-track activities earned him high honors from everyone at DRIVING FORCE, as he stopped by our Edmonton offices for a breakfast with staff and guests. According to Claudette Kirdeikis, Director of Marketing, "Alex is a perfect partner for us. He's a dynamic presence at the highest levels of motorsports. He's a great ambassador of racing for Canada. And he has a winning history in Edmonton, where our head office is located. We're very pleased to have him on board as a DRIVING FORCE partner."



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Leasing Special



*Vehicle not exactly as shown

2008 Ford F-150 XLT
4x4 Supercrew

w/ 5.4L V8 engine, auto., air, cruise, tilt, power window, power lock, power seats, AM/FM/CD, keyless entry, 43,400 km.

\$498/mo. + GST
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Unit # 884442 48 months lease OAC. Call your Lease Account Manager for details

Cargill Values Flexibility, Service



Any corporation that defines itself as striving to, "...be the global leader in nourishing people," is certainly not shy about setting high standards. With more than 150,000 employees in 68 countries, Cargill is a big company with

big vision and high expectations. DRIVING FORCE is very proud to be part of the Cargill story in western Canada. According to Wade Sebastian of Cargill's North Battleford, SK office, DRIVING FORCE is an excellent fit for the company's seasonal demands for general purpose and specialty trucks.

As part of Cargill's AgHorizons business unit, the branch provides agronomic consulting services to grain and oilseed growers in northwest Saskatchewan and eastern Alberta. That means that agronomists and crop scouts must get face to face with producers across 13 sales territories. For those professionals and their customers, the pickup truck is a critical part of everyday business operations. DRIVING FORCE provides half and three-quarter ton pickups, and one-ton work trucks to meet Cargill's ever-changing needs through the busy and sometimes volatile prairie growing season.

According to Wade, "DRIVING FORCE's willingness and ability to respond quickly to any concerns we have is a big part of our continuing relationship. Their flexibility in helping us meet our seasonal needs, providing trucks for crop scouts as well as work trucks, makes them an exceptionally good fit."

Win a Weekend Getaway!



Fill in the questionnaire on the attached cover letter and fax it in to **780•484•7094** by **October 30th** for your chance to win a free weekend for two courtesy of DRIVING FORCE!

See back page for last issue's winner.

Employee Profile

Moe Wetzel
Branch Manager, DRIVING FORCE Langley & General Manager, Hino Central Fraser Valley



As a young man new to the Edmonton area in 1972, Moe got his start in the truck rental and leasing business as a lot attendant and detailer. It was there that he crossed paths with another newcomer to the business, fresh out of college, named Jeff Polovick. The two worked and learned the ropes of the industry together until 1978 when Moe moved to Hamilton to start a new truck rental operation for a national supplier, and Jeff stayed behind in Edmonton to found what would become DRIVING FORCE.

Years later, with Moe re-established on the west coast and DRIVING FORCE achieving unprecedented growth, the two began exploring opportunities to work together again. In October 2007, Moe joined the company to lead the development of operations in the Fraser Valley, first with DRIVING FORCE rentals, and then playing the lead role for the newly-awarded Hino franchise.

"We've got great product and terrific facilities, but it's our staff that makes this place work."

Moe takes great satisfaction in working with customers and staff every day. "Talking to the customers to learn what they need and then looking after their needs is one great part of my job. Having the resources of DRIVING FORCE behind me makes it easy to service the customer, especially when they come in thinking they need two trucks and it turns out they need five." And like any good leader, Moe is quick to credit the rest of the team with their success. "I'm really proud of our staff. We've got great product and terrific facilities, but it's our staff that makes this place work."

With nearly four decades in the automotive and truck leasing industry, Moe is the perfect candidate to head up west coast operations. Since starting with DRIVING FORCE in 2007, he has established a strong presence for the company in BC's lower mainland. In addition to leading business development activities for both offices, Moe was responsible for opening the new DRIVING FORCE and Hino Central Langley offices, including launching their modern service facility in October of 2008.

Vancouver Grand Opening

Thursday, October 29th is the big day at our Fraser Valley DRIVING FORCE Vehicle Rentals, Sales and Leasing and Hino Central location. Customers, celebrity guests and dignitaries will be on hand to help us celebrate the opening of our newest facility at the corner of 96 avenue and 200 street.

It will be a day of great food, refreshments, entertainment, giveaways, and a terrific opportunity for customers to get to know staff and management at the new store. Hino Canada president Shin Nakamura and other senior company representatives will be on hand as well, along with DRIVING FORCE founder Jeff Polovick and members of his senior management team.

**Our customers
have their say...**
Over **99%*** would recommend us to a friend.

*based on 361 customers surveys conducted throughout 2009



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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.*

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*Some restrictions apply.