



What Drives You?



Vehicle Rentals | Sales | Leasing

Automatic Transmission • Updating DRIVING FORCE customers with vehicle industry information

Used Vehicle Specials

Edmonton West Sales Special | Edmonton South Sales Special



2008 Chevrolet Trailblazer LT 4X4
5.3L V8, auto, a/c, pwr pt, p/m, CD, side airbags, keyless entry, DVD, lthr int, pwr heated front seats, memory seats, 5 passenger, OnStar, nav syst. **\$34,999**



2007 Chev Trailblazer LS
4.2L V6, auto, a/c, tilt, cruise, p/w, p/l, p/w, CD, keyless entry, pwr driver's seat, rear defrost, cloth interior, 5-Passenger **\$24,999**

Saskatoon Sales Special | Fort St. John Sales Special



2005 Dodge Dakota SLT Quad Cab
4X4, 4.7L, auto, A/C, tilt, cruise, power windows, power locks, power mirrors, CD, keyless entry, 5 passenger, 67,704 km **\$18,988**



2005 Toyota Tundra
4.7L, auto, A/C, tilt, cruise, pwr windows, pwr locks, pwr mirrors, heated seats, moon roof, CD, tan leather int, 72,000 km **\$32,888**

Calgary Sales Specials



2000 Ford Mustang
3.8L V6, auto, air, power locks and windows. Only 122,000km. This fun car can be your escape toy for only \$12,999 **\$12,999**



2007 Hyundai Accent 2 Dr Hatch
1.6L 4 cyl. Auto, Air, power locks and windows CD. This hatch is a great second car with that super Hyundai warranty. **\$11,888**

Albuquerque Sales Specials



2007 Cadillac Escalade
15,812 miles (25,447 km), blue with tan leather interior, alloys, AWD, second row bucket seats **\$42,999**



2002 Lexus SC430
31,862 miles (51,277 km), twilight amethyst pearl, white leather interior, navigation, alloys, 300 hp **\$28,999**

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 Winner



Congratulations to Lyndon Dohms of Mix Brothers Tank Services. He won a free weekend rental and two nights' accommodation at the Canmore Inn & Suites by returning his questionnaire from the Fall/Winter 2007 Customer Bulletin.

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•439•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. Albuquerque, NM USA Ph: 505•268•4400
Fort Saskatchewan 8716-112 Street Fort Saskatchewan, AB Ph: 780•998•2995	Vancouver Unit 4B, 20085-100A Ave Langley, BC 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.

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

Spring/Summer 2008

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Did You Know?

- Suzuki began designing and building cars in 1937
- Suzuki Canada Ltd. opened in Ontario in 1973
- The first factory-assembled pickup debuted in 1925 and sold for \$281
- The most successful Champ Car racer born outside of the U.S. was Mario Andretti, with 52 wins and 4 titles

ISO 9001:2000
Certified

Suzuki Debuts Midsize Pickup Truck

At the 2008 Chicago Auto Show, the Suzuki Motor Corporation unveiled its newest addition to the Suzuki line: the 2009 Suzuki Equator.

The Equator is Suzuki's first foray into the midsize pickup truck market, expanding upon their already world-class activity-focused vehicles and SUVs. Developed jointly with Nissan North America, Inc., the Equator is based upon Nissan's own Frontier vehicle.



The Suzuki 2009 Equator pickup is expected out this fall.

The 2009 Equator will be available in four-wheel-drive with both extended and crew-cab body styles.

It also comes in three styles to match the lifestyle choices of many of Suzuki's current customers. There is the RMZ-4, which offers off-road capabilities. Next is The Quad, which matches Suzuki's current Quad Runner ATV. Lastly, the Quay is specific to recreational boating and water sports, with towing capabilities and painted to match the Suzuki marine engines.

With these options, Suzuki is ready to enter the large Canadian lifestyle and trades-based truck market. Expect to see the Equator on the Canadian market in late 2008.

Buying Canadian Still the Best Way to Go

When the Canadian dollar reached parity with the American dollar in fall 2007, the automotive industry braced itself for the changes to come. As expected, the average MSRP decreased across the country.

The result is that most Canadians are staying within our borders to make their vehicle purchases. Ninety percent of the vehicles purchased in this country are financed or leased. Neither of these options is available to Canadian consumers in the United States. Similarly, U.S. dealers do not accept Canadian trade-ins and there are restrictions on warranties if the U.S.-bought vehicles are brought to Canada. When accurately compared, the price differences are insignificant compared to the effort required to purchase a vehicle across the border. In fact, Canadian consumers will, on average, only see savings on higher-end vehicles.

According to Canadian automotive consultant Dennis DesRosiers, the first few months of 2008 have shown a double-digit percentage increase over last year. The upswing in the market indicates that buying Canadian is still the preferred option for consumers, with fewer risks and greater opportunity to get the most for your money.





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Go to the Grand Prix... For Free!

Satisfy your need for speed this summer at the Edmonton Grand Prix!



Return the attached cover letter for your chance to win tickets for you and three friends to attend the hottest attraction of the summer. Spend the Friday of the Grand Prix in DRIVING FORCE's corporate suite, where you can watch the races while enjoying good food and drink on us!

Our customers have their say...

Over **99%** would recommend us to a friend.

*based on 858 customers surveys conducted throughout 2007

Leasing Special



*Vehicle not exactly as shown

2008 GMC 1500 SLE Crew Cab 4X4 Demo
Your Drive Starts Here

Silver Birch color, under 3500 kms

\$499/mo. + GST

1•800•936•9353

36 months lease OAC. Call your Lease Account Manager for details

DRIVING FORCE Re-Qualifies as one of Canada's 50 Best Managed Companies

DRIVING FORCE was present at the Canada's 50 Best Managed Companies gala in Toronto, where our team re-qualified as one of the best-managed companies in the country.



"It's an honour to be chosen," said Jeff Polovick, DRIVING FORCE President and CEO.

The award, sponsored by Deloitte, CIBC Commercial Banking, National Post and Queen's School of Business, is the country's leading business awards program. DRIVING FORCE, HINO Central and Westend Suzuki all share this distinction as part of The Driving Force Inc.



The Fort St. John staff celebrate our re-qualification

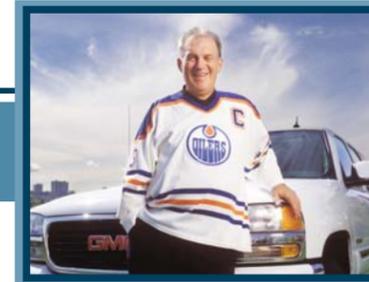
Established in 1993, Best Managed is one of the country's leading business award programs, recognizing excellence in Canadian-owned and managed companies. Each year, hundreds of entrepreneurial companies compete for this designation in a rigorous and independent process that evaluates the caliber of their management abilities and practices.

After being named one of the Best Managed winners in 2006, DRIVING FORCE had the opportunity to re-qualify for the award, retaining all the benefits from last year's win. The team pledges to work hard this year and re-qualify in 2008.

This prestigious honour is a testament to the hard work and dedication of the entire DRIVING FORCE team and the ability of all DRIVING FORCE staff to provide services unique to the markets served. With proven service excellence and superior product access, the team looks forward to DRIVING FORCE's continued growth.

Employee Profile

Al Hamilton
Customer Relations & Business Development



DRIVING FORCE is fortunate to call Al Hamilton a member of its talented team. In his long and illustrious career, Al has led many teams to victory, most notably in his eight seasons with the Edmonton Oilers from 1972 to his retirement in 1980.

Born in Flin Flon, Manitoba, Al first settled in Edmonton to begin his hockey career. Al set WHA records for career games, assists and points, and spent most of his time either as Captain or Assistant Captain of the team. He was the second Oiler after teammate Wayne Gretzky to have his jersey retired, a testament to his talent and dedication to the team.

"Leaving hockey was a big transition," Al says, but his public role continued with speaking engagements that led him towards sales work in real estate and marketing. Al began his relationship with DRIVING FORCE as a consultant.

In 1995, Al was brought in to do business development and customer relations. Al is constantly out in the public eye, maintaining our long-standing customer relationships and forging new ones.

Al's service to the community nearly outshines his incredible achievements in both sport and business. He estimates that he is invited to more than 100 events a year, and tries to make it out to as many as he can.

Al's career is a natural progression of his experience as captain for the Oilers, involving a great deal of teamwork and personal interaction. He enjoys being part of a company known for its integrity and the quality of its relationships. Al believes that DRIVING FORCE has a great game plan.

Al will continue to work as long as he is having fun, and he shows no signs of stopping now. This married father of five is an embodiment of DRIVING FORCE's family values of exceeding expectations and integrity, and we are proud to call him one of our own.

Contact Al at 780•483•9559

New Location: Vancouver

We are pleased to announce that our new Vancouver location has been approved and construction will begin this Spring for our permanent West Coast branch.

The new site will be home to our eleventh DRIVING FORCE location, which will initially share 17,000 sq ft with a second HINO dealership. Currently our HINO Central dealership in Edmonton has been recognized as the #1 HINO dealer in Canada, and we anticipate great success with this newest addition to the franchise.

Our Vancouver branch manager, Moe Wetzel and his team continue to operate out of their temporary location at 20085-100A Avenue in Langley in order to serve our local customers. They move to 10097-201st Street May 1st in a larger site until their move to our permanent home at 20020-96th Avenue in Langley by year's end.

To contact Moe Wetzel, branch manager, please call 604•881•9559 or email mwetzel@drivingforce.ca.



Construction on the new site is expected to begin April 1st with a September 2008 completion date.



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

*Some restrictions apply.

