

Canadian Auto Racing Star at Opening of Langley Business

Canadian-born racing sensation **Alex Tagliani** will be on hand, **Thursday, October 29th**, at the grand opening of the new Hino Central Fraser Valley & DRIVING FORCE Vehicle Rentals, Sales and Leasing location, at the corner of 96 avenue and 200 street. Tagliani, a native of Montreal, has been racing since age 10, working his way up through the ranks from go-karting to NASCAR and, starting in 2000, IndyCar racing. His 2009 season has been especially productive, with three top ten finishes in six starts, plus capturing the title of 2009 Rookie of the Year at the Indianapolis 500 in May. The 36-year old Tagliani signed on as a celebrity partner with DRIVING FORCE in July, just on time for the Rexall Indy in Edmonton.

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."

Celebrity guests and dignitaries will be on hand along with Tagliani to join in the celebrations, which include a performance by two time Canadian Country Music Association Rising Star nominee **Brett Kissel**.

DRIVING FORCE has been serving Langley with vehicle rentals, sales and leasing since October 1st 2007. Hino Central began operations on May 18, 2008, when the company was awarded the Hino medium-duty truck franchise by the Toyota group.

Media Invite:

Media are invited to view the new facility and speak with Alex Tagliani first hand

Thursday October 29th

4:00pm start 96 Avenue and 200 street

5:00-5:30pm Ribbon cutting ceremony

Mayor Rick Green

Shin Nakumura, President HINO Motors Canada

Senator Richard Neufeld

About The Driving Force Inc.

Established in 1978, The Driving Force Inc. (TDFI) provides vehicle rentals, sales, leasing and service across four provinces including Alberta (Edmonton West, Edmonton South, Calgary, Leduc, Fort Saskatchewan, Fort McMurray), Saskatchewan (Saskatoon), British Columbia (Fort St. John, Langley), and Nunavut Territory (Iqaluit).

TDFI operates as DRIVING FORCE, Hino Central, and Westend Suzuki. DRIVING FORCE's primary service market comprises Western Canada and the Arctic. HINO Central Edmonton serves Central and Northern Alberta, while HINO Central Langley serves BC's lower mainland. Westend Suzuki serves West and Central Edmonton, along with northern Alberta.

For further information please contact:

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www.drivingforce.ca