



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



2009 Ford F150 XLT
5.4L 8CYL crew cab, air con, AM/FM/CD, cruise, p/l, p/m, p/s, p/w, remote entry, tilt, ABS, dual air bags, traction control, short box, 36,037 km
\$27,932



2000 Hummer H1
6.5L 8CYL diesel, auto, leather seats, air con, AM/FM/CD, cruise, power locks, tilt, DVD/TV, auto inflate tires, 109,250 km
\$68,500

Saskatoon Sales Specials



2008 Chevrolet Silverado 2500 LT
6.0L 8CYL, a/c, tilt, p/w, p/l, p/m, CD, long box, tow package, 60,485 km
\$28,900



2008 Ford F550 XLT
6.4L 8CYL diesel dually, a/c, tilt, cruise, p/w, p/l, p/m, 12 ft. deck, 55,729 km
\$42,900

Calgary Sales Special



2007 GMC Sierra 3500 SLE
6.6L 8CYL, auto, 4x4, cloth seats, regular cab, A/C, AM/FM/CD, cruise, p/l, p/w, tilt, ABS, dual air bags, OnStar, 31,306 km
\$33,900

Fort St. John Sales Special



2007 Ford Expedition MAX
5.4L 8CYL, auto, alloy wheels, air con, AM/FM/CD, p/l, p/m, p/s, p/w, remote entry, tilt, fog lights, DVD/TV, navigation, 88,345 km
\$35,900

Fort McMurray Sales Special



2009 TOYOTA RAV4 AWD
air, cruise, tilt MP3 player, 4-speed auto, p/w, p/l, p/m, heated mirrors, full size spare, traction control, 35,000 km
\$27,995

Langley Sales Special



2008 Ford Escape Hybrid
2.3L 4CYL, auto, air con, AM/FM/CD, cruise, heated seats, p/l, p/m, p/s, p/w, ABS, parking distance sensors, rear defrost, 19,782 km
\$23,995

AMVIC Licensed

Financing and leasing are available on all vehicles.

Rentals
Sales
Leasing



Used Vehicle Centre
1•800•936•9353
www.drivingforce.ca

3 mo. or 5000 kms powertrain warranty on most vehicles

PRICES DO NOT INCLUDE GST

DRIVING FORCE Contest Winner



Congratulations to **Jim Paterson**, from Herbert, SK, who won a ski weekend for two at Sunshine Village by entering our last Automatic Transmission contest.

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

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

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

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

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

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

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

Iqaluit
Box 331
Iqaluit, NU
Ph: 867•979•2088

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.

Automatic Transmission
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e-mail: marketing@drivingforce.ca

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

Spring/Summer 2010

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Did You Know?

- Converting to nitrogen in your tires can improve fuel economy by up to 10% and increase tire life by up to 30%.
- Nitrogen is now the standard for tire inflation for NASCAR, Formula One, Tour de France, and the space shuttle.
- Nitrogen inflation reduces pressure fluctuations caused by temperature changes and permeation.
- DRIVING FORCE is now an authorized NitroFill™ dealer. Call your location for details.

ISO 9001
Certified

DRIVING FORCE Named One of Canada's 50 Best Managed



John Blimke (General Manager), Gary Nelner (CFO), Claudette Kirdeikis (Marketing Director), Jeff Polovick (President and CEO) and Mark Nolin (Asset Control Manager) at the gala awards night in Toronto.

DRIVING FORCE has been named one of Canada's 50 Best Managed Companies for the fourth year in a row. According to Jeff Polovick, president and founder of DRIVING FORCE, his employees deserve much of the credit for the award. "When I started DRIVING FORCE more than 30 years ago, I had a vision for a company that provided exceptional service and product in every circumstance," says Jeff. "Our employees embody that vision. It's their efforts that have led to our success. I am very proud of them and this award."

John Blimke, general manager, shares credit for the award with our customers. "We see our customers as partners, and I believe they see us that way, too. That's why most of our business comes from repeat customers and referrals, and why we consistently maintain a customer satisfaction index above 99%."

TDFI was first named to Canada's 50 Best in 2006, and subsequently requalified in 2007 and 2008. This year, the 2009 program saw them competing with thousands of companies vying for the prestigious national recognition.

John Hughes, national leader of the 50 Best program says "Successful companies have learned to manage change, even in a soft economy. They have the ability to weather tough times and in the end be more strategically placed in their market."

DRIVING FORCE Flies High with AIR MILES®



Now there are even more reasons to look to DRIVING FORCE for your next used vehicle.

We are very pleased to announce that we have launched a pilot program with Canada's most prominent customer loyalty program, AIR MILES®. The program allows DRIVING FORCE customers in Edmonton, Fort McMurray and Fort St. John to collect AIR MILES® reward miles with the purchase of a certified used vehicle.* Ask about our AIR MILES® program with your next transaction.

*For a limited time only while supplies last.

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Introducing the Sidewinder Mobility Van

DRIVING FORCE has been meeting the needs of physically challenged customers for several years with rental mobility vans, but our newest supplier really raises the bar on the level of service we provide. We have secured the Alberta distributorship for the sale and lease of the Sidewinder Conversions (Abbotsford, BC) mobility vans. While we hold exclusive rights to their "made in Canada" rear entry version, we can now also access a wide range of mobility conversions, from full size vans and buses to the top rated "VMI" products.



Sidewinder's RAV II rear access model is simple and easy to operate, featuring a manual fold-out ramp. The enhanced ease of use makes the unit a perfect addition to our DRIVING FORCE rental fleet renting for only \$125/day out of our Edmonton and Calgary locations.

Leasing Special



2010 Suzuki Grand Vitara JX 4x4

2.4L, 4 cylinder, auto, air, cruise, tilt, 2 stage remote keyless entry, AM/FM/CD/MP3/WMA player, p/w, p/vl, 4 mode 4WD

\$498/mo. + GST

Start up fee of \$2000 (includes security down payment, lien and taxes)

Your Drive Starts Here

1•800•936•9353

Richard Calfat Field Services, Park Derochie Coatings Ltd.



In a competitive marketplace, every equipment purchase is a critical decision. For Richard Calfat, who makes those decisions for Park Derochie Coatings, not only does the equipment have to be right for the job, but the supplier has to

be right, too. "It's about expediency," Richard says. "I can't be waiting two weeks for someone to get back to me about a unit." We like to think that's one of the reasons he's been dealing with DRIVING FORCE since 2006.

Park Derochie is one of Canada's leading providers of paint and fireproof coatings, abrasive blasting, and mechanical insulation services, as well as consulting and inspection services. Established more than 50 years ago, the company serves clients across Canada, the US and South America in petrochemical, hydro-electric, mining, pulp and paper, energy, architectural and other sectors. With such an expansive range of services, the company has an equally wide range of vehicle requirements, from medium-duty trucks down to mid-sized pickups. According to Richard, "We look at all kinds of makes and models of vehicles. My job is to find the right tool for every job, whether it's a truck or compressor or a jackhammer. I just give Bernie [Furey] and Marilyn [Elder] the heads-up and they find me the vehicle I'm looking for with the options I need. And it's there when I need it."

As a service-oriented company, Park Derochie expects its suppliers to be there after the sale as well. "Dealing with reputable sales people really makes a difference. Whatever issues come up, they always deal with it. It gets handled. That's the way it should be." Thanks for saying so, Richard. We think so, too.

Win a \$100 Gift Card!



Fill in the questionnaire on the attached cover letter and fax it in to **780•484•7094** by **April 30th** for your chance to win a \$100 Gift Card for Tim Hortons!

Employee Profile

James Krawchuk
Branch Manager,
DRIVING FORCE
Saskatoon



Talk about a guy with "deep roots" in the community!

Born and raised in the Saskatoon area, James Krawchuk still farms the family homestead in Blaine Lake, 70 km north of the city, when he's not in his office. "I think we're coming up on 100 years since my grandfather originally settled our land. We've got 800 acres and I still farm cereal and oil seeds up there." While farming may be the family business, James found out early on that he had a flair for finance and management, which eventually led him to the automotive business.

After nearly 15 years in commercial banking and management, James found a new calling when he was recruited to manage a heavy truck dealership in the late 90's. In 2004, he took on a new challenge as general manager of a Saskatoon car dealership, and in 2008 he put his blend of talents and experience to work as Branch Manager of DRIVING FORCE.

"What I really like about working here is all the interaction with the customer. Having rentals, sales and leasing all in one shop makes us a unique critter," he laughs. "We have rental customers that we'll communicate with every couple of weeks by phone, e-mail, or at our location. And we have retail customers that we'll see once a year when they come in for a new vehicle, or they bring someone else in to see us. I enjoy working with people on that level - trying to find the right solution for them," he says. "I like the diversity of the clientele and the different aspects of their needs and their businesses, and being able to match it with the diversity of the products we offer. Here I can deal with all models and find the best choice for their application... I love that."

James says that stability is a big part of his personal and professional success. Living, working and raising his family in the same community he grew up in goes a long way to helping him manage his hectic, high-energy lifestyle. "It keeps me grounded, but I love having momentum and being around other energized, positive people. That kind of attitude catches on. Now we have customers coming to DRIVING FORCE not just to shop, but to buy a vehicle from us because we helped a friend or a family member, and that trust and that energy just seems to transfer from one to another."

TXT & DRV; NOTHING 2 LOL ABT

The Facts:

- One recent study found that 77% of respondents said they've texted or sent mobile e-mail while driving.
- Research clearly shows that a motorist who is texting is significantly more impaired than a motorist at the legal limit for alcohol.
- The Canadian Automobile Association reported that driver distraction is one of the most common contributors to traffic crashes.
- Anything you can say in 140 characters or less can't be worth risking life and limb.
- Put down the phone, put both hands on the wheel, and get safely to where you are going before dealing with that text.

Our customers have their say...

Over 99%* would recommend us to a friend.

*based on 822 customer surveys conducted throughout 2009

Call for Current Rental Specials

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.*

Call 1•800•936•9353

*Some restrictions apply.



Try our new online rental reservation system at www.drivingforce.ca.

