



Q1  
2021



# The Quarter Panel

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## Steele Auto Group's Vision & Values



### OUR VISION

Your trusted destination for everything Auto

### OUR VALUES

Our Core Values are aligned with how we conduct business and how we cultivate success.

**OUR PEOPLE:** We provide a healthy, safe environment, that celebrates equity, diversity and inclusion. Our people come first. We support the ongoing development and growth of our employees to build lasting relationships.

**INTEGRITY:** We believe in doing the right thing, with integrity and transparency. We are committed to excellence and delivering the best experience for customers and employees.

**INNOVATION:** Our continuous innovation will deliver the ultimate personal customer buying experience. We are committed to being industry leaders as a dynamic organization working to bring new, innovative solutions to serve the evolving needs of our customers.

**COMMUNITY:** Our passion for our business extends into the communities where we live and work. We believe in supporting sustainability and investing in community focused organizations with a focus on family. Our three pillars of community sponsorship focus are mental health, sick kids, and families in crisis.

## Message from the President

Earlier this year, our Vision and Values were communicated to the entire team. Our Vision is to be the Trusted Destination for Everything Auto. Our Values consist of Our People, Community, Innovation, and Integrity. As you flip through the pages of this edition of the Quarter Panel, one thing sure is predominant and it is Our People. There is a lot of celebration and recognition of the successes and growth of our People. We also pay homage to some we lost, but certainly will never forget. Our People are our greatest asset; let's keep recognizing and celebrating them.



Community is also reflected in this issue and is reflected in how we conduct business in each of the markets we serve. We have partnered this year with Kids Help Phone; it is one of our mandates to raise awareness and support programs that are dedicated to mental health well-being. Kids Help Phone has

assisted more Atlantic Canadians than ever before since the start of the Pandemic, and we want to whole heartedly support this very important cause.

Despite the ongoing challenges we continue to face, we have had lots to celebrate and recognize. We celebrated our Top Ten sales performers, we welcomed new team members to the Group through new hires and acquisitions, many of our People were recognized by their manufacturers as top performers in their respective departments, one of our Trailblazers was recognized as a leading woman in the auto industry, and one of our heroes saved a life. Pretty impressive... There are many more inspiring stories in this edition that I invite you to read through.

As always, be well, stay safe and healthy, and thank you for all that you do.

Submitted by: Kim Day, President & COO

### STAY CONNECTED:





Steele Volkswagen Donates \$2,000!

Steele VW was proud to donate \$2,000 to the IWK Foundation from the Jean Days for the IWK!



Patty Lawrence, Melissa Scott, Jason Thorpe IWK Foundation

Submitted By: Melissa Scott, Accounting Administrator, Steele Volkswagen

Kids Help Phone Partnership

STEELE AUTO GROUP INCREASES MENTAL HEALTH SUPPORT FOR YOUTH IN ATLANTIC CANADA

On February 16, 2021 Steele Auto & Kids Help Phone announced a new and exciting partnership.

Kids Help Phone partners with Steele Auto Group and receives a generous donation of \$100,000 to better support young people in Atlantic Canada during this extraordinary time. Last year was incredibly challenging for young people in the Atlantic Canadian provinces learning to live through a global pandemic. We know firsthand the issues affecting young people in these provinces reaching out about their mental and emotional health, anxiety and stress, depression, relationships and suicide-related issues.

As time goes on young people's challenges have evolved with concerns around increasing impact on their mental and emotional well-being. Whatever a young person's concern Kids Help Phone is here. The organization continues to be the leading e-mental health solution for young people in Canada and remains the only 24/7 support service available by phone, text and website.

This partnership will continue to maximize access for youth in Atlantic Canada and ensure they have a safe and trusted service to turn to for whatever challenges they may be experiencing.

Kids Help Phone

"It takes courage to reach out and it takes a community to stand behind our young people," said Carole Cooley, Senior Development Officer, Philanthropy, Eastern Canada, Kids Help Phone. "With thanks to the generous support of Steele Auto Group, Kids Help Phone's safe and trusted support service is available 24/7 for young people in Atlantic Canada, no matter where they are or what they need, we are here for them."

"Our passion for our business extends into the communities where we live and work. With a focus on mental health, sick kids and families in crisis, Steele Auto's ongoing commitment to giving is closely tied to our organizational values: our people, integrity, innovation and community," said Kim Day, President and COO of Steele Auto Group. "By partnering with Kids Help Phone, we recognize the opportunity to raise awareness and further our impact and support for mental health in the regions where we operate."

In 2020, Kids Help Phone had over 4.5 million connections with youth from coast to coast to coast through phone, text, live chat and self-directed resources through our website. Compared to the 1.9 million connections in 2019, this increase highlights the importance of maximizing access and continuously innovating to meet the needs of young people wherever they are on their mental health journey.

For more information, or to get involved, visit [kidshelpphone.ca](http://kidshelpphone.ca)

Submitted By: Janice Kehoe, Executive Assistant, SAG Head Office

How To Make a Difference



I would like to share my thoughts with all of you in respect to my experience with the Steele Group, and my impression of life in Canada.

My family and myself are very grateful for the opportunities that have

been provided to me from the Steele Group. In particular to Robyn, Talent Acquisition Manager as well as everyone else at Steele Hyundai. You all have made a huge difference in my life here in Canada. I want to take this opportunity to thank you all for believing in my potential.

Through my employment with Steele, it has been possible for me to begin the immigration process and establish a new life here in Canada with my family. It goes without saying that we miss our family and friends in Brazil. For me and my family, we appreciate Canada for the country that it is, a land of opportunities, security, and a great quality of life and education for our children. I really enjoy working with the Steele Group and the team at Hyundai. I wish all of the best to our team members.

Remember, that no matter how big your dreams may be, you can achieve them with hard work and determination. Follow your dreams!

Submitted By: Fabricio Santos, Detail Supervisor, Steele Hyundai

Trudy Stevenson A True Trailblazer



Our very own trailblazing Trudy Stevenson appeared in an article in the March 13th issue of The Macdonald Notebook, By Andrew Macdonald as follows:

Trudy Stevenson began as a mechanic in the Halifax auto industry and is now selling Volvo and Porsche vehicles with the Steele Auto Group. She began her love affair with the industry as a mechanic student in 1974. Just three years shy of logging 50 years in the Halifax automotive industry, Trudy Stevenson is a trailblazer in what was long a male-dominated industry.

She is a brand ambassador at Steele Auto-owned Volvo of Halifax, and doubles on the car sales front at Porsche of Halifax.

Nowadays, women can readily be car salespeople, or what we call "brand ambassadors". Stevenson enrolled at the predecessor to the Nova Scotia Community College, taking a mechanics program at the

Leeds campus in the Halifax North End, in 1974.

"I went to work for Southern Auto Volvo in the '70s. It was as a technician, or mechanic as we were called back then. I worked in the shop until my son was born, then came back and worked as a service advisor. I had a bit of a hiatus when I sold real estate for a few years. I then moved to Toronto, where I worked for Mazda Canada doing transport and warranty claims (I had the only Volvo in the parking lot)."

"Upon my return, I went to work for Chapman Motors as the service manager, then later moved into sales".

During Andrew MacDonald's phone chat of over 52 minutes, a well-heeled customer dropped off a bouquet of flowers and sweets because she was celebrating her birthday.

"A lot of my high-profile customers come because of my involvement in local car clubs and Atlantic Motorsport Park in Shubenacadie. I was with the BMW Club for many years as a sponsor and driving instructor," she says. "I am the only woman in our local Porsche Club who is a Porsche Club of America high performance certified driving instructor."

Despite her trailblazing and pioneer ways in the auto industry, she remains modest and initially hesitant to talk about her 47 years in the business. From all of us here at Steele Auto Group Trudy we thank you for all you do! You really are an industry trailblazer and a great inspiration to women wanting to go into the business.

Submitted By: Janice Kehoe, Executive Assistant, SAG Head Office

Welcome Frederick Tan!

Frederick Tan joins the Steele VW sales team!



Submitted By: Melissa Scott, Accounting Administrator, Steele Volkswagen

Congratulations Alicia Bulitka!

Steele VW is proud to announce that Alicia Bulitka is now a Red Seal Technician!



Submitted By: Michelle Purdy, Assistant Service Manager, Steele Volkswagen



# OUR PEOPLE

## Welcome Sam Turner!



Steele VW would like to welcome Sam Turner to the Parts Team!

Submitted By: Corey Mosher, Parts Manager, Steele Volkswagen

## Steve Q Finishes Top 3 With SAG



Congratulations Steve Q for finishing top 3 in 2020 with SAG and top 10 with VW Canada, for sales volume!

Submitted By: Patrick Lawrence, General Manager, Steele Volkswagen

## Electrification At Steele Hyundai

The future is here, the future is now!



Lizz Nguyen has taken on the initiative of growing and developing an EV presence here in HRM. Lizz has been on the forefront of this shift as the Electric Vehicle Specialist since day one at Steele Hyundai. Her passion and knowledge of electric vehicles has given us a competitive advantage in the EV market. Her pursuit of educating the customer and easing them into the transition, but more importantly being confident, is "charging" people up to make the switch, all while celebrating their commitment to be a part of a bigger picture.

Be on the lookout for Lizz as she continues to pave the way for the shift from gas to electric!

Submitted By: Louis Stephen, Sales Manager, Steele Hyundai



## Sales Consultant Turns Hero And Saves Life At Local Dealership

This is a true story and the event took place on March 10th, 2021. One of our top sales performers saved the life of a choking woman in our service parking lot. Paul Legere was on his way to his car after a successful day on the sales floor but as he approached the parking lot, he noticed a woman in clear distress, on the ground beside her vehicle struggling for air. Her friend was rubbing her back in a panic. The lady had been choking for quite sometime and was turning blue in the face. Her friend was not making any progress and the situation was growing scarier by the second.

Paul, full-time Sales Consultant is also a Volunteer Fire Fighter

in his hometown of Nackawic, NB. Paul is trained in First Aid and upon noticing the struggling individual, jumped into action and preformed the Heimlich maneuver which successfully cleared the individuals airway and colour began to come back to her face. Talk about the right person being in the right place at the right time! To much of her appreciation, she was more than grateful for Paul's actions and could not thank him enough. Paul remains our humble hero and a perfect example of someone who would help anyone in need.

Submitted By: Rae Tretiak, Sales Manager, Fredericton Hyundai

## Winners Of The Subaru Star Performer Award



At Subaru of Charlottetown three amazing employees won the 2021 Subaru Star Performer award for excellent work in their respective fields.

Congratulations to Service Advisor Amanda Archer who is a first time winner! Also a big congratulations to our Business Manager Les Grant and Sales and Leasing Consultant Andrew Karpov for their successive wins!

Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown

## President's Award Win



The President's Award is a prestigious honour given out by the Ford Motor Company of Canada to those Ford Dealerships who achieve Excellence in customer satisfaction through progressive management, dedicated employees, and high standards of operation.

Our team has come together to create a great customer experience and we are very proud of last year's successes. To be acknowledged as the only dealer in HRM to have achieved this coveted award means a great deal.

Submitted By: Meno Miner, Accounts Receivable, Steele Ford Lincoln

## Experience Hyundai Celebrates Their Technicians

On St. Patrick's Day Experience Hyundai had a lot to celebrate. Technician Joseph Sudsbury passed his exam and is now a Certified Red Seal Technician! It was a long road, and the team at Experience Hyundai could not be more proud of Joseph's achievement. Also on the same day, Technician Martine Bowman celebrated her seven year work anniversary. Martine's dedication and commitment to her role does not go unnoticed, and is much appreciated by the entire team at Experience Hyundai.



Joseph Sudsbury - Technician, Norman Doucette - Service Manager



Martine Bowman - Technician, Joseph Sudsbury - Technician



## Troyce Ashe Is Signing Up To Save Lives



We are honored to have our own Troyce Ashe running for the Leukemia & Lymphoma Society's Man of the Year.

The campaign kicked off March 25th, with a goal of raising 50K.

Troyce has tough shoes to fill, following Tracey Scanlon's success winning Woman of the Year in 2020.

There are lots of fun events planned, stay tuned!

Submitted By: Michael Currie, General Manager, Steele Hyundai

## 2021 Scholarships



The Steele Auto Group Scholarship submission information has been sent out to all staff. We are looking forward to seeing the submissions for this years Scholarships, the remarkable strength of our candidates never ceases to impress.

The deadline for submission is April 30, 2021 and if you have any questions or concerns reach out to Janice Kehoe (jkehoe@steeleauto.com).

Submitted By: Janice Kehoe, Executive Assistant, SAG Head Office



# OUR PEOPLE

## "10 Out Of 10" Roger Guy, Our Customer Service Expert



Roger has been working here, at Steele Mazda St. John's since the 1980's. Throughout his time here he has consistently shown an unwavering commitment to customer service. In the month of February we were once again faced with a lock down situation due to an increase in our province's COVID-19 cases.

This uneasy situation caused uncertainty for both customers and staff. This day in age meeting consumer expectations has become an increasingly more difficult task. Roger was able to keep our customers feeling comfortable and confident that we were a safe choice for their vehicle servicing needs.

His efforts and dedication resulted in numerous positive survey results, so many in fact that we have started calling him "10 out of 10" due to the number of perfect Mazda surveys his efforts have produced. His results have propelled his average survey score a full 10 points above the zone average. This feat would be impressive at any time throughout the year but it is even more impressive given the restrictions we have been faced with.

We are so lucky to have Roger on our team and appreciate his work ethic, values and attention to customer needs. Thank you Roger!

*Submitted By: John Brushett, General Manager, Steele Mazda St. Johns*

## Our Family Grew at Subaru of Moncton!

The Subaru of Moncton Family grew so much in late 2020 and early 2021. From June 2020 to Feb 2021, Subaru of Moncton added 8 new additions.

Hazel - June 2020  
Daughter of  
Ron Allain - Parts Mgr



Amelia - July 2020  
Daughter of  
Rachel Boisvert- Controller



Olivia - August 2020  
Daughter of  
Jessica Coughlin - Accounting



Mercedes - December 2020  
Granddaughter of  
Royce Wilson - Sales



Myles - Christmas Day 2020  
Son of  
Shawn Fasquel - Finance



Luca - February 2021  
Son of  
Taylor Gray - Reception



Philippe - February 2021  
Son of  
Julien Basque - Technician



Jacob - February 2021  
Grandson of  
JP Boudreau - Sales

**Congratulations to everyone who added to their families!**

*Submitted By: Rachel Boisvert, Controller, Subaru of Moncton*

## The Dave MacRitchie Boardroom



We are pleased to finally have our signage at both entrances to our main boardroom at Head Office. We have long wanted to have this in place in remembrance of Dave MacRitchie, our past President & COO, who left us too soon. You will now be ever present at all of our meetings, with your silent presence continuing to guide us.

*Submitted by: Kim Day, President & COO, SAG Head Office*

## The Doug Fulmore Award



Doug Fulmore believed that the customer's car ownership journey began on the showroom floor. He believed in being honest, kind and respectful and that is exactly how he conducted himself throughout his career, building long lasting relationships with his customers and colleagues.

It was Doug who came up with the idea of recognizing the Top Ten Sales Performers in the Group. He believed this recognition was important, and he also liked the idea of spurring on some healthy competition!

We wanted to remember an amazing friend, mentor and colleague for all his efforts and hard work over the years. We also wanted the Top Ten to forever carry on in his name. We would like to present to you the Doug Fulmore trophy that will rest at its home here at head office. The person achieving the #1 rank will have their name etched on the trophy each year. Also engraved on the trophy is the following statement, which describes Doug and his long career in the auto business perfectly.

"Your leadership, wisdom, and friendship has left a significant impression on our organization. Time will never erase the work you have accomplished and the lives you have positively affected. We are better because of your efforts. Your legacy will be remembered and spoken of by many generations to come."



*Submitted by: Kim Day, President & COO, Mike Herman, Property Manager & Tracey Scanlon, Commercial Lease and Fleet Coordinator - SAG Head Office*



## HAVE SOMETHING TO CONTRIBUTE?

**We'd love to hear about it!**  
**You can submit your own stories, notes, ideas, employee milestones, comments by visiting:**

**[steeleauto.com/newsletter](http://steeleauto.com/newsletter)**



# STEELE AUTO GROUP TOP 10 SALES PROFESSIONALS 2020

A customer's journey with us usually begins in the showroom. Whether that showroom is virtual or physical, the first point of engagement is with our sales professionals. The individuals highlighted herein were very busy in 2020. They represent the Top Ten Sales professionals in the Group. This is a highly regarded title to possess, one that is claimed by only the best. Congratulations for what you have all accomplished. You should be so proud of yourselves.

Who knows what faces we will see here next year!

*Submitted by: Kim Day, President & COO, SAG Head Office*

## #1 Sheldon Martin from Steele Honda, St. John's, NL



Sheldon has been #1 in sales at Steele Auto for three years in a row and is the recipient of the coveted Steele Cup!

How many years have you been in the auto industry? I've been in the auto industry for about 20 years.

How many years with Steele Auto Group? Just over 3 years now.

What did you do before you started selling cars? I went to school and worked part time at a golf course before deciding to begin a career in the auto industry.

What motivates you? Meeting and interacting with so many different people and finding a vehicle that's right for them. I also love working with such a great team of people here at Steele Honda.

Tell us something we don't know about you! I love playing just about any sport you can name.

Is there anyone you would like to thank? My family first and then our entire team here at the dealership!

Sheldon, thank you for all of your hard work and dedication. As a valued team member of Steele Auto Group and Steele Honda, congratulations on yet another phenomenal year!

## # 2 Bruce Vickery from Colonial Honda, Halifax, NS



Not only is Bruce one of our Top 10 Sales Professionals for 2020, but he has ranked in the top three for all of his six years in the business!

How many years have you been in the auto industry? I have been 8

in the auto industry for six years and all six years have been with Steele Auto.

What did you do before you started selling cars? Before I got into the car business I was a musician and still continue to play to this day.

What motivates you? I am motivated by my competitive nature.

Tell us something we don't know about you! When I have time, I like to spend time with my teenage children and I also ski, sail and golf.

Is there anyone you would like to thank? I would like to thank all the managers I have worked with who helped me, especially Matt Wilneff and Rick McIntyre for hiring me and taking a chance. I would also have to mention Dan Ritcey, Gary Mason, Ryan Rogers, Anthony Stundon, and of course, Tim Peacock.

## #3 Steven Qiang from Steele Volkswagen, Dartmouth, NS



This is Steven's 5th year celebrating as one of our Top 10!

Steven, how many years have you been in the auto industry? I started in the industry in 2012

How many years with Steele Auto Group? Since 2012

What did you do before you started selling cars? I was a student at Saint Mary's University

What motivates you? Success is what motivates me to do a good job - I'm really driven by results.

Tell us something we don't know about you! This is my first real full-time job

Is there anyone you would like to thank? I wanted to say thank you to my family and my management team at Steele Volkswagen. I can't reach any achievement without their great support!

## #4 Troyce Ashe from Steele Hyundai, Halifax, NS

This is Troyce's third year among the Steele Top 10!

Troyce, how many years have you been in the auto industry? I have been working in the industry for 3 1/2 years.

How many years with Steele Auto Group? All 3 1/2 years have been with Steele.



What did you do before you started selling cars? Prior to starting with Steele, I worked in Alberta in the oil field industry.

What motivates you? My biggest motivation would be the drive to provide for my family.

Tell us something we don't know about you! I like to spend time with my grandfather fishing.

Is there anyone you would like to thank? I would like to thank God for all my blessings, my clients, my colleagues, my managers who always continue to support me and, of course, my wonderful family, who keep me grounded.

## #5 Georges Mourad from Colonial Honda, Halifax, NS.



Georges, how many years have you been in the auto industry? I have been in the auto industry for over 25 years.

How many years with Steele Auto Group? I have worked at Steele Auto Group for almost two years and it has been a great experience both with colleagues and with clients.

What did you do before you started selling cars? Before selling cars, I owned my own automotive business for 25 years.

What motivates you? What has motivated me all of these years is my family. My family is the driving force of my success because they inspire me to work my hardest.

Tell us something we don't know about you! Something that you may not know about me is that I was a part of the Lebanese army.

Is there anyone you would like to thank? I would like to thank Gary Mason and Matt Wilneff for believing in me.

## #6 Jason Carlson from Steele Mitsubishi, Halifax, NS

Jason is no stranger to the Steele Top 10 - this is his 4th year in a row!

How many years have you been in the auto industry? I have currently been in the business for 5 years in September

How many years with Steele Auto Group? I have been with Steele

Auto Group for 5 years in September



What did you do before you started selling cars? I worked at Security company for 5 years as a warehouse manager.

What motivates you? My main motivations are striving to be the best person I can be at work and at home with my family.

Tell us something we don't know about you! I have been selected to the Nova Scotia Basketball Hall of Fame and will be inducted in June of 2022.

Is there anyone you would like to thank? First and foremost, would like to thank my wife and daughter for letting me work the long hours needed to ensure my customer base is looked after and everyone at the dealership for giving me the support I need to do my job each and every day.

## #7 Liam Furlong from Steele Mazda, St. John's, NL



Liam, how many years have you been in the auto industry? 2020 was my first full year in the automotive industry! I started June of 2019

How many years with Steele Auto Group? I have been with Steele for just over a year.

What did you do before you started selling cars? I was in the restaurant industry for a couple years as well as a certified personal trainer!

What motivates you? Excellence. I try my best to get better every day in every avenue of my life, especially my career.

Tell us something we don't know about you! I love playing and watching hockey.

Is there anyone you would like to thank? My family and most importantly the team I have around me at Steele Mazda - By far the most fun and supportive team I've ever been around!

## #8 Mesh Al Harbi from Steele Hyundai, Halifax, NS

Mesh, how many years have you been in the auto industry? 10 Years

How many years with Steele Auto Group? I have been with Steele Auto since 2018.

What did you do before you started selling cars? I started off in the automotive industry as a technician and then moved into management prior to joining Steele as a sales professional.

What motivates you? My biggest motivation is my two beautiful kids and my wife.



Tell us something we don't know about you! Something you probably don't know about me is I wake up every day at 4ish am, go to the gym, then go to the dealership. I am the first sales person on the floor!

Is there anyone you would like to thank? I would like to thank all my managers: Chris Payson, Matthew Munroe, Louis Stephen and Michael Currie for giving this opportunity, helping me and showing me the business.

## #8 Jarrett Fowler from Steele Chevrolet, Dartmouth, NS



in Dartmouth, Nova Scotia. Jarrett is no stranger to the Steele Top 10 - this is his sixth year!

How many years have you been in the auto industry? I have been in the industry for 27 years - all with General Motors.

How many years with Steele Auto Group? I have been with Steele Auto for 10 years.

What did you do before you started selling cars? I began my career at Proshine and worked my way up to Parts Manager at Forbes Chevrolet before switching to sales.

What motivates you? I am very competitive in nature - Not only with car sales, but in everything I do.

Tell us something we don't know about you! I competed in Tae Kwon Do for 20 years. I received a Silver medal for Canada in 2006 and a Bronze medal in 2007 in the men's Black Belt Division for sparring (Heavy Weight Division).

Is there anyone you would like to thank? Thank you to Steele for the opportunity and growth - Steele Auto is by far the best company I have worked for. I also want to thank the people who have inspired me, making me better at my job and a better human being. Thank you to Doug Fulmore, Dave MacDougall, Jake Bernard & Colin Jamieson.

## #9 Rick McIntyre from Colonial Honda in Halifax, NS

How many years have you been in the auto industry? I have been with Colonial Honda for 24 years.

What motivates you? I truly believe that Honda produces the best

vehicle out there for the money. I have many customers who have been buying our product for a long time and it brings me pride when I see them in the dealership and they are still happy years later about their purchase.



Tell us something we don't know about you! Typically in the winter time if I am not at work you will see me in the various rinks throughout metro as I coach my son's hockey team and I am also a level 5 hockey official for 40 years now (I started when I was 5 lol). In the summertime, you will find me at Ashburn swinging a golf club and looking for my golf ball.

Is there anyone you would like to thank? I have a very understanding wife who knows that I take a lot of pride in my job and allows me the committed time it takes to be successful in this field. I would also like to thank Mike McDonald and Reg Campbell (retired managers) for their guidance when I first started in 1997 at Colonial Honda.

## #10 Art Frauzel from Bridgewater Volkswagen, Bridgewater, NS



How many years have you been in the auto industry? This April will mark my 35th year in the auto industry.

How many years with Steele Auto Group? I joined Steele Auto with the Coleman's Autohaus acquisition 6 years ago.

What did you do before you started selling cars? Before selling cars, I was a carpenter by trade.

What motivates you? I take pride in delivering a great customer experience through the buying process and always make sure the service experience is exceptional as well. I'm always available to help my customers with any concerns that may arise.

Tell us something we don't know about you! I have ranked in the Steele Top 10 each year that I have been with the Group.





## Fashion Business Takes Over Steele Hyundai

We love supporting small businesses at Steele Hyundai so when Soli Productions asked to use our space to film their "This Is Us" virtual fashion show, we figured why not!



We were not sure how they were going to convert our dealership into a runway with enough space for interviews and photo shoots. Well, on February 28th they descended on our dealership and transformed it into a recording studio set.

We can't wait to see the finished product, we're sure it will be amazing.

Even our own Christina Wood got in on the fun and walked the runway with Soli Productions CEO Solitha Shortte.

Submitted By: Michael Currie, General Manager, Steele Hyundai

## Mike's Dealership Updates

*We are as busy as ever on project work!*

It has been a very busy year for renovations and new construction and it is going to be flat out for the next year as we continue to update our facilities. It is very important to Steele Auto Group that we have "state of the art" facilities for our customers, as well as our employees.

### JLR Moncton

Covid has put a delay on starting this new store but we are finally ready to get it going. Construction will begin in April and this build will be a smaller version of our Halifax JLR Store. Stay Tuned!



### Porsche of Halifax

Construction is well underway here! Lots of work happening and making great progress. We will be opening this beautiful new location September 2021.



### Steele Honda St. John's

We will be starting the interior renovation at this store May 2021. The interior will be getting a face lift to bring it up to the current Honda Image Program.

It will include the showroom, customer lounge, service writer areas as well as some additional service bays.

It is a great store we are going to make even better. Here are a few before photos of the Service, Parts, Lounge and Showroom.



Lounge area



Parts area



Service area



Showroom area

### On the Drawing Board

Volvo Halifax

Steele Ford

Steele VW

Saint John Nissan

## New Dealerships - Welcome to the Team

Let us take a walk back to Q4 2020 and send a HUGE Steele Auto Group Welcome to the newest additions to our Team as follows! We could not be happier to have you!

Rob Steele and John & Benjamin Smith were happy to co-announce Steele's acquisition of Atlantic Mazda Moncton & County Mazda New Glasgow on November 20, 2020.



Chrysler Jeep Dodge Ram Lockhart, Texas & Chrysler Jeep Dodge Ram Gonzales, Texas Joined on with us December 8, 2020 after a successful acquisition with Benny Boyd!



Royal Garage in Newfoundland. The brands represented are Chrysler Dodge Jeep Ram with locations in St John's, Harbour Grace, Clarenville and Burin, along with a Honda Powersports store located in Burin. The Royal Garage group joined Steele Auto Group February 8th, 2021.



Ian Brett and Rob Steele collectively announced the Steele Auto Group's Acquisition of Saint John Nissan, Fundy Honda, and Brett Chevrolet Cadillac Buick GMC on March 1st, 2021.

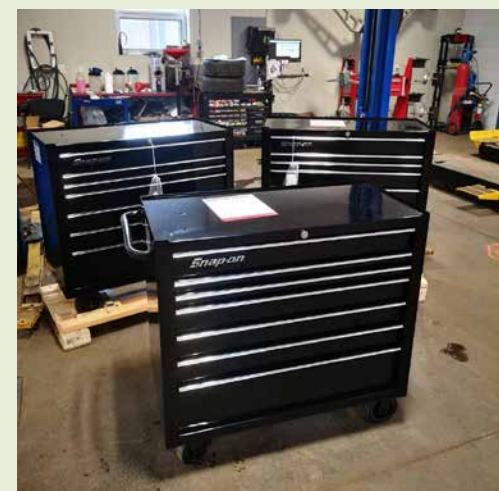


Submitted By: Janice Kehoe, Executive Assistant, SAG Head Office

## Subaru Of Charlottetown Takes Part In The Apprentice Assistance Program

Subaru of Charlottetown is taking part in Subaru Canada and Snap-on Tools Apprentice Assistance Program!

Snap-On Tools has sent three tool kits to Subaru of Charlottetown's three Apprentices. To keep the tool kits Apprentices' must successfully keep a monthly inventory, and maintain employment for two years after receiving their Red Seal Certification at Subaru of Charlottetown or another Subaru Dealer. Subaru of Charlottetown is proud to be a part of this wonderful program and wish the best of luck to their Apprentices' as they continue working towards their Red



Seal Certification.

Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown

## NEWS

**HAVE SOMETHING TO CONTRIBUTE?**

We'd love to hear about it!

You can submit your own stories, notes, ideas, employee milestones, comments by visiting:

[steeleauto.com/newsletter](https://steeleauto.com/newsletter)



## Discover Kia Sales Team Named Top Performer In Canada!



The Sales team at Discover Kia in Charlottetown, PE has been named a Top Performer in the country by Kia Canada for achieving the #4 spot in Canada for outstanding Sales (SSI) scores!

Submitted By: Amy Greene, Marketing Specialist, Discover Kia

## Mazda Maintenance Service - More Than Just An Oil Change!

Here at County Mazda, we place an emphasis on whole-vehicle health, not just the basics. Yes, our Maintenance Service includes an oil and filter change, but it also encompasses so much more. Our Mazda-trained technicians go down an extensive list of checks that covers all the important aspects of the safety and mechanical systems of your vehicle.

Starting with a perimeter inspection of the lights and windshield, the service department also checks for any open recalls, and determines the appropriate level of scheduled maintenance required for your individual vehicle's needs.

Once in the service bay, the technician goes point by point under the hood, checking and topping up fluid levels, inspecting drive belts, horn/signals/lights, filters, then moves underneath the vehicle to check steering and suspension systems, the exhaust system, CV joints, and looks for any leaks or loose components.

At the four corners, the tires are thoroughly inspected for tread wear and proper inflation, and any recommendations for rotation,

alignment, balancing, or replacement are noted. The brakes are checked for pad thickness, and rotor, caliper and brake line condition.

Back under hood, the battery is tested for health and appearance. Finally, a vehicle road test is performed to evaluate steering, braking, performance and ride quality.

Regular oil changes are vital to ensure your engine lasts as long as it should, but the engine oil system is just one small aspect of vehicle health. Preventative checks and maintenance to catch potential issues before they become more serious will save considerable time and money, and will extend the useful life of your vehicle investment.

If you are looking for a simple oil change, we can do that, but our Service Advisors will always recommend our Maintenance Service to cover whole-vehicle health. Your vehicle will thank you!

Submitted By: Dean Edamura, Sales, County Mazda

## The First Ever Genesis SUV is now on the Streets of Halifax



The first ever Genesis SUV, the GV80, has raised the bar on what it means to be a luxury SUV. The GV80 begins a new journey with it's uniqueness, athletic elegance and

progressive philosophy. This class leading SUV has really placed Genesis on the map.



We are also excited about the soon to be launched smaller Genesis SUV, the GV70 later this year!

Submitted By: Michael Currie, General Manager, Steele Hyundai

## Steele Auto's Employee Referral Program



We are always looking for great employees!

If you successfully refer a licensed technician or sales consultant that is hired within the Group, referral fees will be payable as follows:

- \$500.00 after the successful completion of probation
- An additional \$500.00 after the employee has completed 1 year of continuous service

For all other roles within the Group, referral fees will be payable as follows:

- \$250.00 after the successful completion of probation
- An additional \$250.00 after the employee has completed 1 year of continuous service

In order to be eligible for referral fees, you must be a current employee and must still be employed with the Group at both the 90 day and 1 year mark.

For more information, contact Robyn Burgess, Talent Acquisition Specialist [rburgess@steeleauto.com](mailto:rburgess@steeleauto.com)

## Steele Ford Lincoln Technician Awards 2020

Congratulations to our outstanding Technicians! You've all worked so hard in such a challenging year, we are all very proud of you!

Additional Sales Award 1st Place 2020---Ron Jamieson

Additional Sales Award 2nd Place-2020---Colin Cogan

Additional Sales Award 3rd Place--2020---Mike Mosher

Additional Sales Apprentice Award-2020-- Jamie Sweete

Outstanding Proficiency Award 2020---Ron Jamieson

Outstanding Proficiency Award 2020---Mike Mosher

Outstanding Proficiency Award 2020---Colin Cogan

Outstanding Proficiency Award 2020---Art Visser

Outstanding Proficiency Award 2020---Ken Zinck

Outstanding Proficiency Apprentice Award 2020---Jamie Sweete

Outstanding Proficiency Apprentice Award 2020-----Oshay Scott

Sales Goal achievement Award 2020--- Mike Mosher

Sales Goal achievement Award 2020---Brandon Maxwell

Sales Goal achievement Award 2020---Art Visser

Sales Goal achievement Award 2020---Adam Craig

Sales Goal achievement Award 2020---Brendan Donovan

Top Customer Satisfaction Award 2020---Al Teal

Top Customer Satisfaction Award 2020---Brandon Maxwell

Top Customer Satisfaction Award 2020---Ken Zinck

Leadership Award 2020---Dave Jollimore

Role Model Award 2020 ---Art Visser

Role Model Award 2020---Colin Cogan

Role Model Award 2020 ----Bill Pelley

Most Clean Bay Award 2020---Colin Cogan

Most Clean Bay Award 2020---Kenny Zinck

Most Clean Bay Award 2020---Kevin Singer

Positive Attitude Award 2020---Jamie Sweete

Hard Worker Award 2020-----Brandon MacInnis

Hard Worker Award 2020-----James Conrad

Hard Worker Award 2020----- Jamie Sweete

Hard Worker Award 2020-----Zack White

Hard Worker Award 2020-----Aidan Jean-Joyce

Mr. Congeniality Award 2020--- Justin Verge

Tire Rush-- Perfect Attendance 2020----Art Visser

Tire Rush --- Perfect Attendance 2020-----James Conrad

Tire Rush---Perfect Attendance 2020-----Zack White

Most loyal employee Award 2020---Dino Monk

Submitted By: Lynn Collins, Service Manager, Steele Ford Lincoln

## The Turbo Equation

Mazda's CX-5, CX-30, Mazda3 and Mazda6 models feature an interesting quirk in their engine choices, in that they feature two different 2.5 Litre, four-cylinder engines available. One of them makes 187 horsepower, and the other makes 250. With the same displacement and cylinder count, how does one engine make 25 percent more horsepower?

The answer is the magical, mythical turbocharger.

Turbos have been around in passenger vehicles since the 1960s, and many people associate them with high-performance sports cars, or big diesel trucks. However, with the advent of more stringent fuel economy standards worldwide, combined with the desire to not lose performance when achieving these standards, many car manufacturers are turning to the turbo as the solution.

But how do turbochargers work their magic? By harnessing wasted exhaust gas energy to make more power. Internal combustion engines are similar to an air pump, sucking in air (and fuel), igniting it, then pushing the spent gasses out of the other side and through the exhaust. On a normally aspirated engine, aka one without a turbo, this exhaust gas energy is unused and wasted. It flies out the exhaust pipe like a river flowing down a mountain, unchecked.

To utilize this exhaust gas energy to their advantage, engineers place what is essentially a small turbine into the exhaust flow. This turbine is connected to a shaft, that connects to another turbine that is placed in the intake tract. The exhaust gas energy turns the first turbine, which spins the second turbine, and essentially pumps more fresh air into the engine. The more air pumped in, the more fuel can be added, the more power is made.

Like damming up the aforementioned mountain river and

using turbines to generate electricity, the turbo is placed in the exhaust tract to push more air into the engine. The same engine displacement and cylinder layout that makes 187 horsepower with no turbo, can make 250 prancing ponies with one.

But turbochargers are not without potential drawbacks. Without careful engineering, turbocharged engines can suffer from poor performance lower in the rev range ("turbo lag"). At low RPM, the exhaust gasses are not flowing fast enough to get the turbine spinning fast enough to pump a significant amount of air into the engine. Without proper tuning, the engine will feel flat until the revs rise and the turbo spins up.

Mazda counters the possibility of turbo lag by using their exclusive Dynamic Pressure Turbo system. At low RPM, valves in the exhaust system restrict the flow of gasses in order to increase their velocity and spin up the turbo. If you open your mouth up wide and try to blow a pinwheel, it will only spin slowly. You can speed up the pinwheel by closing your lips and directing a thin stream of fast air at it. The amount of air does not change, just the velocity.

As the engine revs up, the Dynamic Pressure Turbo valves open full up, to give maximum velocity and volume.

Want to see the effect for yourself? Come on by County Mazda to test drive a Mazda Dynamic Pressure Turbo engine today. Our test route surrounding New Glasgow helps to demonstrate the versatility and performance of the engine, while also showing off the suite of Mazda exclusive Skyactiv technology that sets their vehicles apart from the rest.

Submitted By: Dean Edamura, Sales, County Mazda

STAY CONNECTED:





# DEALERSHIP NEWS

## NB Power Employees Loving Their New EV's

**Thanks to some smart planning by a local car dealer, a little luck and Yammer – there are four proud new owners of electric KONAs; two in white, one in blue and one in red.**

**Over the past couple of months, four Fredericton area employees, Eric, Bruce, Berend and Mike, have purchased electric vehicles (EVs). Will you be the next to electrify your ride?**

**While many models of EVs are difficult to get in New Brunswick, Fredericton Hyundai has brought more than 25 EVs onto their lot in 2021.**

### Eric Fournier - Hydro Manager



Eric Fournier, who is based at Mactaquac, has been interested in the technology for years, driving a fleet EV any chance he gets.

"I'm always sharing articles about EVs at work and on social media," says Eric. "I've been advocating for EV adoption since before I was in the market for one."

He inquired at a few dealers in fall 2020, but no one had them in stock and he was told it would be a 6-12 month wait with a deposit. But one Sunday afternoon, Eric and his wife went for a drive and saw five EVs parked in front of Fredericton Hyundai. They bought theirs the next day.

"As an NB Power employee, I can confidently say that EVs will be part of our future in NB and will integrate into our smart grid," said Eric. "The up-front price is still high, so it feels like I've financed the equivalent of my fuel costs. It's amazing to see how far I can get on one charge. I was a little worried about range, but you have to remember that charging every night at home, would be like topping up your gas everyday."

Eric posted about his new EV on Yammer, which prompted Bruce to look into the KONA.

### Bruce Willemsen - Senior Engineer with the Project Management Office



"I'm one of those granola-eating, hippy haired, environmentalists," said Bruce. "I started my career in nuclear engineering because I'm so passionate about reducing carbon emissions. I'm willing to do anything within reason to help our planet."

Now based at Head Office, Bruce said the KONA fits well with his philosophy of not making the world worse to make his life better. Plus, they're loads of fun to drive. So when he saw that his co-worker Eric was able to get one locally, he headed to the dealership.

"My wife was skeptical – but I took her along on the test drive and we couldn't believe the power and torque available," he said. "We decided very quickly that the KONA would be our next vehicle, and now my wife drives my car to work!"

### Berend Middendorp – IT Specialist with Digital Technology



Berend is newer to NB Power, joining the Digital Technology Team two years ago after relocating his family from the Netherlands. He grew up seeing personal vehicles as a luxury, not a necessity, due to great public transportation and strong environmentalism.

He had been looking into options when he saw colleagues posting about their KONAs on Yammer and decided to check them out.

"I've done a lot of research and the environmental benefits were compelling enough for our family to purchase an EV now," said Berend. "I can at least balance my personal impacts on the environment by driving a vehicle that doesn't emit greenhouse gases, which feels good and sets a great example for my children."

Berend is loving the drive of his new EV and says it's a very fun car to drive, with plenty of bells and whistles.

"It's my first time having a car with heated seats, which is wonderful on those cold mornings," he said. "As a tech lover, I was excited by the smart aspects of the vehicle, including the app on my phone that allows me to start it remotely, analyze my data and check the battery levels. I'm very happy with my purchase."



## NB Power Employees Loving Their New EV's Continued

### Mike Minard – Senior Innovation Specialist



The latest employee to go electric is Mike. Mike leads the Emerging Technology team within our Digital Technologies group. Mike is passionate about all types of technology and its ability to transform the way people live and work.

He has been looking at EVs for several years, and the 2021 Kona wound up meeting all of his requirements. "The range on this vehicle is fantastic – 400+ kilometers on a single charge!" said Mike. "I'm from PEI

originally, so it was really important to find an EV that would give enough range for my road trips to the Island."

Mike also saw posts on Yammer and LinkedIn from Eric and heard that Berend picked up a Kona as well and connected with them before moving forward with his purchase.

Mike has been surprised by the attention the vehicle gets from others. "Neighbours have asked about the vehicle and say they're seriously considering EVs for their next vehicle. Total strangers even stop to check out the vehicle when I'm around town. I think we're on the verge of a dramatic increase in EV adoption in the province!"

**Jonathan Brawn, GM for Fredericton Hyundai, encourages anyone who's curious about EVs to come in for a test drive.**

"Transitioning to EVs is a paradigm shift for dealers and we're excited to be one of the leaders in New Brunswick," Jonathan said. "We have seen an increase in the level of awareness and interest from customers. Now that we have several on the lot, people can come see them and test drive so they can feel confident making the switch. We've renovated our facility to include the equipment needed for EV service and have certified two of our technicians to be able to do the work safely!"

*Submitted By: Jonathan Brawn, General Manager, Fredericton Hyundai*

## Herm's Home Hacks

**These tips are a re-share, but seasonal maintenance helps to prolong the life of your equipment and keeps your home looking young and refreshed.**

### SPRING SEASONAL MAINTENANCE



- Vacuum the lint from the hose of your clothes dryer
- Clean windows and repair any ripped screens. If a screen has a large hole in it, it is time to replace.
- Check gutters for clogs. Clean out any debris and make sure gutters and downspouts are secure (You can hire someone to do this if you would rather not get up on the ladder yourself).
- Check the ground around the foundation of your house. The ground around the foundation should slope away from your house.
- If you have a sump pump, test it to make sure it is working properly.
- Test carbon monoxide and smoke detectors and replace batteries.
- If you have an attic fan, make sure it is working properly before the heat of the summer arrives.
- Test any GFCI\* outlets: plug in a lamp, hit the test button and then the reset button to see if it turns the light off and then on again.
- Check for cracks in asphalt or concrete driveways and walkways. When water can freeze it expands in the cracks and creates more damage.
- Check trees around the house to make sure they are not threatening wires/power lines. If they are, call a tree service to safely trim back branches.
- Check the roof. If you find holes, crumbling, blistering, or rotting roofing it might be time to replace.
- Change furnace filters.

### SUMMER SEASONAL HOME MAINTENANCE

- Clean and care for decks, patios, or porches. Look for peeling paint, sagging roofs and damaged stairs. Make sure the supports are not broken, weakened, or rotted out.
- Clean or power-wash your home's siding.
- Check your home's crawl space for water damage, animals, or other foreign matter.
- Test and lubricate garage doors. This is also a good time to clean out all that clutter that seems to accumulate in garages.
- Remove shower heads and clean them to remove any sediment buildup.
- Clean your refrigerator coils. Refer to your fridge's manual or manufacturer's website to find out how.
- Schedule a service call to have your furnace checked before the first cold day of fall or winter.
- Check your dishwasher. Look for any signs of leaks under or around it. Check to see that the washer arm is not stuck by opening the dishwasher and spinning and lifting the washer arm. Make sure the drain hose arcs up to prevent backwash from the drain into the dishwasher.
- Replace flashlight batteries.
- Change furnace filters.
- Test carbon monoxide and smoke detectors and replace batteries or devices if necessary.

*Submitted by: Mike Herman, Property Manager, SAG Head Office*





Mercedes-Benz



LINCOLN



Audi



mazda



CHRYSLER



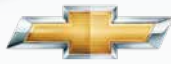
JAGUAR

DODGE



GMC

Jeep



HONDA



SUBARU



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Steele Auto Group is always looking for qualified technicians and sales consultants.

Visit our website careers section at [www.steeleauto.com](http://www.steeleauto.com) for all current openings or apply by emailing: [hr@steeleauto.com](mailto:hr@steeleauto.com)

STAY CONNECTED:

