



Q1
2022



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

2022 started much like 2021 ended! We continue to face challenges associated with the pandemic, such as lingering family and employee health issues, mental health issues, supply chain issues, etc... Having said that, our team keeps rising to the occasion. I want to acknowledge and say thanks for bringing your best to the table each and every day and pitching in when needed. I know that is not always easy.



2022 has also brought some incredibly sad and significant losses with the passing of Mr. & Mrs. Steele and our business community lost a great person and leader with the passing of Sean O'Regan. These losses are felt very deeply. Personally, I consider myself lucky to have known them all and to have been able to witness the individual gifts they gave to their families and communities, which were immense.

Since the last edition of the Quarter Panel, we have grown and added new dealerships to the Group: Vantage Volkswagen in Truro, Steele Hyundai Kyle and Steele Hyundai New Braunfels, both in Texas. I could not be happier to welcome them all to our team.

Q1 has been very busy with new staff additions, new permanent residencies, new Georgian graduates, dealership retirements, Top 10 Sales celebrations and awards of excellence. We have the most excellent team in the industry, and we could do none of what we do without all of you.

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

Submitted by: Kim Day, President & COO

STAY CONNECTED:



INVESTING IN OUR COMMUNITY

Mental Health Association Of NS



In November 2021 we were able to do something we had not done in a very long time. We were part of an in-person event for which we are very proud supporters, the RBC Black Tie Gala/ Festival of Trees.

We were sponsors once again for this great fundraiser put on by the Mental Health Association of

Nova Scotia. I think I speak for everyone there when I say it was so great to see in person community supporters and friends and to be able to celebrate with them in the way we used to. It was a great time and lots of needed funds were raised.



Steve Murphy, host & Kim Day, SAG President & COO

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

Steele PEI Dealerships Work Together to Give Back



Andy Gardham, John MacPherson, David Crosby, John MacGuigan, Paul MacLeod, Phillip Matheson

During the month of December, PEI Dealers Experience Hyundai, Discover Kia and Subaru of Charlottetown worked together to give back to their community by partnering with local non-profit Gifts From the Heart INC.



Richard Wills, Kieran Dutton, Patsy Tremblett, Brittany Shea, Adam Stewart, Jeremy Boudreau, Terry Frizzell, Andrew Karpov, Lucy Benoit



Kevin Maccormack, Kas Ghaban, Corrie Perry, Chris Murray, David Wigmore, Dianne Bruce, Andrew Arsenault

All three stores collected toys and food for those in need over the holiday season! Great things happen when we work together for such great causes.

Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai

Steele VW Supports the IWK Foundation



On hand for the presentation were L-R, Greg Sewart (Hot Rod Classics), Melissa Scott (Steele VW), Jason Thorpe (IWK Foundation), Ashley Veniot (Steele VW) and Patty Lawrence (Steele VW).

Steele Volkswagen Dartmouth and the Heart of a Champion Hot Rod Classics Vintage race car series were proud to present a cheque for \$5,125.00 to the IWK Foundation!

These proceeds were generated in 2021 from the Steele Volkswagen Milk & Cookies campaign, Jean Days for the IWK and Hot Rod Classic apparel sales!

"We love being partnered with great organizations like these and supporting our community."

Submitted By: Melissa Scott, Accounting Administrator, Steele Volkswagen

Eastlink TV Airs Addiction-Road to Recovery

Addiction-Road To Recovery will be doing 15 shows on channel 10 Halifax Cable. Phase one of this program will bring people together that have recovered from an addiction to tell their story of how they accomplished it. We will then roll into phase 2 where I will bring a therapist on to help us understand and recognize what signs to watch for, and how we can help someone we know who is in recovery. The third phase will be from government or another associated agency to talk about what programs and resources are available for those struggling with addiction.

This is a revamp of a show I did with them in 1999 and they have requested I do it again because of the huge increase in addictions since the pandemic started. Shooting for this program will begin March 28th and will wrap up on April 6. I hope you will all tune in and show your support for those who are in crisis/need.

Submitted By: Carey Murphy, Sales, Halifax Chrysler

Raising Funds & Awareness for the IWK Foundation



Our Steele VW Service and Parts team launched their Milk & Cookies campaign during the month of December. They reached their goal of raising \$1,000 for the IWK Foundation!

"This is such a great cause and we are so proud to be part of it."

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

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

Steele Partners With IWK Foundation & Janeway Children’s Hospital Foundation

Why Steele Auto? Because our passion for our business extends into the communities where we live and work.

We are thrilled to partner with the IWK Foundation in Nova Scotia, New Brunswick and Prince Edward Island and Janeway Children’s Hospital Foundation in Newfoundland.



In 2022, Steele Auto Group will match all employees’ donations up to \$50,000. These funds will help women, children and youth who rely on the IWK and the Janeway.



For more on what we are doing in our communities, visit: steeleauto.com/about/giving

Submitted By: Christina Wood, Marketing & Communications Manager, SAG Head Office

Owen’s Food Drive is a Success!

Steele VW was proud to assist Owen Mahar and DM Motorsports in reaching their goal of collecting food and clothing items for Margaret’s House ‘Feeding Others Of Dartmouth’ with ‘Owen’s Food Drive’ during the month of December!



Patty Lawrence, Ryley Sheehan, Daryl Mahar, Owen Mahar

Submitted By: Melissa Scott, Accounting Administrator, Steele Volkswagen

Experience Hyundai Celebrates Promotions!

Experience Hyundai has had some recent promotions! Justin Thistle, Technician for the past 15 years has been promoted to Service Manager, and David Horton, former Detail Technician has moved into an Apprentice position! Our Hyundai family could not be more proud of the work and loyalty these two team members have put in over the years and know this is just the beginning of how far they will go!



Justin Thistle



David Horton

Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai

Sales Manager Recognition



In the July/August Issue, Auto Remarketing Canada released their Top 40 Under 40 for the Canadian Automotive Industry, and Brandon Smith, Sales Manager at Steele Chevrolet Buick GMC Cadillac in Dartmouth was among those honoured for 2021.

View 2021 Honorees: canada.usedcarweek.biz/awards-under40

Submitted By: Brandon Smith, Sales Manager, Steele Chevrolet

The Legend Retires



This month marks the retirement of the legendary Rick Hatt. Through compassionate support and fearless leadership, Rick has put smiles on all of our faces time and time again. Rick’s many contributions to our success over the years are immeasurable. I know I speak for all of us when I say having you as a manager at Steele Subaru has made working here easy, enjoyable, and rewarding. Thank you for creating so many memories for our team and for being so passionate about our brand! Enjoy your retirement Rickster!

Submitted By: Matthew Wilneff, General Manager, Steele Subaru

OUR PEOPLE

Georgian College Graduate



Congratulations to our Service Manager, Corey Mosher, on recently completing the Georgian College Service Manager course!

What a great accomplishment Corey we couldn't be more proud of you.

Submitted By: Patrick Lawrence, General Manager, Steele Volkswagen

Steve Q Sells 503!

He never ceases to amaze us with his abilities!



Patrick Lawrence, GM; Steve Qiang, Sales Consultant

Congratulations to Steve Qiang for selling 503 vehicles in 2021! Steve finished second in total sales for the SAG and #1 for total sales for VW in Canada! What an accomplishment.

Submitted By: Danica Allen, Controller, Steele Volkswagen

Permanent Canadian Residency



The staff here at Steele Volkswagen could not be happier to send our congratulations to our Service Videographer, Christopher Kurtz on obtaining his Permanent Canadian Residency.

Chris came to Canada in June of 2020 from Freiburg, Germany where he started his journey with Steele Volkswagen. After MUCH paperwork, pandemic, phone holds, confusing government forms and waiting, waiting, waiting, all his hard work and patience has paid off.

On December 3rd, 2021, Chris received his permanent residency! We are very happy for you Chris and you are a great addition to Canada and Steele VW.

Submitted By: Rob Murray, Sales Manager, Steele Volkswagen

Top Sales at Steele Mitsubishi

In February we celebrated Jason Carlson and Dustin Rudolph for being named Diamond & Silver award winners for top sales and customer satisfaction with Mitsubishi Motors Sales of Canada in 2021.



Pictured left to right (Jason Carlson, Stephen Horechuk – Dealer Ops Manager – Atlantic, Dustin Rudolph)

This marks Dustin's 8th consecutive, and Jason's 4th consecutive year as award winners with Mitsubishi Canada. They'll be celebrating with the rest of the National winners at the annual Mitsubishi Gala in July.

Thank you for your commitment to sales and customer service excellence.

Submitted By: Louis Stephen, General Manager, Steele Mitsubishi

Happy Retirement from Steele Chevrolet

After 39 plus years Derek Fudge is hanging up his wrenches and taking his new fishing rod and reel to the lake!



Congrats from your friends and family at Steele Chev. Enjoy retirement Derek!

Submitted By: Mandy Parker, Sales Manager, Steele Chevrolet

Passing The Baton

February 7th was a bitter sweet day for us at Steele Hyundai Halifax, Genesis Halifax & Steele Mitsubishi. Shannon Gallant, who has been promoted to a head office position, officially passed the baton to our new controller Jordan Mock, CPA. We are excited to have Jordan join our team and happy Shannon will not be too far away as well.



Jordan Mock & Shannon Gallant

Special thanks to Shannon for all that you do. We appreciate you and will miss you.

At the same time welcome Jordan to the Steele Hyundai / Genesis & Steele Mitsubishi family Jordan.

Submitted By: Michael Currie, General Manager, Steele Hyundai

Order Of Canada Recipient



Bill Estabrooks, former MLA for Halifax St. Margarets, Jerry Lawrence, Sheila Lawrence

Congratulations to Halifax radio icon Jerry Lawrence on being appointed to the Order of Canada!



The Order of Canada is one of our country's highest civilian honours.

'Jer Bear' has worked a lifetime, tirelessly advocating for people with disabilities and for accessibility, as a politician, radio host, a Maritime motorsports ambassador and community volunteer. Jerry is also the father of our Steele VW GM, Patty Lawrence.

Submitted By: Angela McCulley, Brand Ambassador, Steele Volkswagen

OUR PEOPLE

Top Sales of 2021

STEELE AUTO TOP SALES PERFORMERS USA – 2021



#1. RYAN MULVANEY, STEELE CHRYSLER GONZALES, TX – pictured with Kim Day, President & COO



#2. JOSH MENDOZA, LULING CHEVROLET, LULING, TX – pictured with Kim Day, President & COO



#3. JOSH CROUCH, LULING CHEVROLET, LULING, TX – pictured with Kim Day, President & COO



#4. PETER CONTERAS, STEELE CHRYSLER, LOCKHART, TX – pictured with Kim Day, President & COO



#5. CURTIS SCHRAMM, STEELE CHRYSLER GONZALES, TX – pictured with Kim Day, President & COO

STEELE AUTO TOP SALES PERFORMERS CANADA – 2021



#1. SHELDON MARTIN, STEELE HONDA, ST. JOHN'S, NL



#2. STEVEN QIANG, STEELE VOLKSWAGEN, DARTMOUTH, NS - pictured with Kim Day, President & COO



#3. JASON CARLSON, STEELE MITSUBISHI, HALIFAX, NS - pictured with Kim Day, President & COO



#4. TROYCE ASHE, LEUKEMIA LYMPHOMA'S MAN OF THE YEAR , STEELE HYUNDAI, HALIFAX, NS - pictured with Kim Day, President & COO



#5. DONNIKA WADMAN, STEELE HONDA, ST. JOHN'S, NL



5. BRUCE VICKERY, COLONIAL HONDA, HALIFAX, NS - pictured with Kim Day, President & COO

OUR PEOPLE

Top Sales of 2021 Continued



#6. IAN WANG, STEELE MAZDA, ST. JOHN'S, NL – pictured with Kim Day, President & COO



#7. LIAM FURLONG, STEELE MAZDA, ST. JOHN'S, NL - pictured with Kim Day, President & COO



#8. MESH AL HARBI, STEELE HYUNDAI, HALIFAX, NS - pictured with Kim Day, President & COO



#8. DUSTIN RUDOLPH, STEELE MITSUBISHI, HALIFAX, NS

#9. JOHN TOBIN, SIMMONS HONDA, GANDER, NL - no photo



#10. GEORGES MOURAD, COLONIAL HONDA, HALIFAX, NS - pictured with Kim Day, President & COO

Every month and every year we celebrate our Top Sales performers in the Group! I continue to be humbled and inspired by what these incredible sales representatives can do and the results they achieve. 2021 brought several inventory challenges and you all rose to and above them.

Thank you for all you do, I could not be prouder of each and every one of you.

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



TOP SALES PERFORMERS OF 2021

DEALERSHIP NEWS

Dealership Updates

Project work has not slowed down!

2022 is already ramping up to be a huge year for Steele Auto with many new builds and renovations planned.

The Steele Wheels project was put on hold for a short time while we regrouped. And in true Steele Auto fashion, we made the plan bigger and better than originally perceived. The plans were reworked, and we are back in construction mode. This change may have set us back from our hope to open early spring, but you will not be disappointed... really!

We have signed a lease on a building in Cole Harbour that will be used as a recon center for inventory destined for Steele Wheels. This recon center will be fully operational in early April.



JLR Moncton is well underway with plans to be selling cars early summer 2022. This facility promises to be an outstanding building you will want to visit.

Renovations will begin at Steele VW in Dartmouth very soon with a major facelift and expansion planned. During this time we will operate revolving aspects of the business out of our neighboring building at 692 Windmill Road.

Renovations at our recently purchased VW dealership in Truro are on the drawing board and are slated to get underway late in 2022. This plan will add to the service area, increase the showroom square footage, and add a two-car drive through. We are excited to be making these upgrades and look forward to working with the great folks at Vantage VW in Truro.

Roll Up The Rim Winner!



Steele Volkswagen was proud to present Kate Walsh her brand new 2022 VW Taos. Kate was the only Roll Up The Rim winner in Atlantic Canada! It is so exciting to be able to not only see someone win a great prize like this but even better when we get to be part of it.

Congratulations Kate - Enjoy the ride!

Submitted by: Mike Muller, New Car Sales Manager, Steele Volkswagen



Fundy Honda in Saint John will see an image change this year as well and the plans are well underway to begin this work in the spring.



Steele Honda St. John's is currently early into a major renovation and expansion.

Construction of the new Volvo store in Bayers Lake will begin this spring and plans are in the works to relocate Steele Ford on a neighboring lot at the corner of Hobson Lake Drive and Susie Lake Crescent.

Preliminary planning has begun for a VW dealership in Corner Brook.

Our recent acquisitions in Texas will come with some building improvements and expansions and we are in the early stages of design.

2022 promises to be an exciting time for new facility builds and major renovations!

Submitted by: Glendon Macburnie, Project Manager, SAG Head Office

Steele Advantage Financing Continued Growth

Steele Advantage Financing continues to expand in 2022!



Big congratulations to Blake Hunter of the South Shore, NS on a record year! Blake has achieved the #1 position of retail non prime deals!! Blake can also secure financing on recreational units no matter your credit!

Our newest team members to join SAF:

New Brunswick

- Dustin Johnson - Acura of Moncton, TriStar Mercedes- Benz Moncton, Subaru of Moncton, Atlantic Mazda
- Jessica Wells- Acura of Moncton, TriStar Mercedes- Benz Moncton, Subaru of Moncton, Atlantic Mazda
- Jay Lemoyne- Fundy Honda, SJ Nissan, Steele Chev SJ, TriStar Mercedes- Benz Saint John

Nova Scotia

- Rob Nasrallah- Steele Valley Chevrolet GMC Buick
- James Coleman- SAF Location
- Justin Xie- SAF Location
- Jessica Corey- SAF Location
- Mike Hart- SAF Location
- Rob Pring- Colonial Honda

Newfoundland

- Brogan Guspodarchuk- City Chrysler, Fairway Honda, Parkway

Hyundai, Humber Ford, Gander Hyundai, Gander Toyota, Simmons Honda, Steele Hyundai GF (In 2021, Brogan made the move from our Bridgewater stores to Corner Brook stores, we are thrilled to have her servicing Corner Brook)

We launched our first bricks and mortar building in 2021!

Olivia Shaw has been promoted to Operations Manager at our Steele Advantage Financing store. This store specializes in all credit



financing. Offering used vehicles to Nova Scotian's no matter their credit situation! To date we have seen continued success and growth within the store.

Our goal with Steele Advantage Financing is to make auto financing achievable for everyone across Atlantic Canada!

If you are an employee who has been struggling to find a vehicle due to credit concerns, reach out to one of our Special Finance Managers. They will maintain confidentiality and ensure you have the best experience purchasing your new vehicle!

Our team looks forward to a great 2022! Follow us on all social media platforms @steeleadvantagefinancing. We keep you updated on credit tips, offers and our journey!

Submitted by: Taylor Hessian, Special Finance Group Manager, Steele Advantage Financing

Steele Hyundai Gets Electrified

January 13th was a special day at Steele Hyundai Halifax. We officially launched the all new Ioniq 5 with the help of Atlantic Livestream.



The all new Ioniq 5 has been turning a lot of heads and officially placed Hyundai as a contender against models in the Tesla line up.

Due to COVID, this will be our third online vehicle launch. The use of technology has allowed us to reach a larger audience and, of course, it lives on the internet forever.

Special thanks to Johnny Yeadon, Troyce Ashe and Daniel Robinson for producing a great show.

Make sure to check out the Steele Hyundai YouTube channel to see the full live event.

Bring your popcorn and prepare to be entertained.

Submitted By: Michael Currie, General Manager, General Manager

Experience Hyundai Awarded Top Performer Award For January 2022

Experience Hyundai in Charlottetown, PEI was recently awarded Hyundai's Top Performer award as part of the Atlantic Sales Challenge for January 2022!



Greg Drost, Moe Dayfallah, Doug Cunningham, Jake Beck, David Wigmore, Matthew Fraser, Alan Nguyen, Christopher Murray, Charmaine Moores, Jefferson Iza



We want to give a huge thanks to our amazing Hyundai family, Hyundai Canada and our clients. Without who achieving an excellent month this would not be possible.

Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai

DEALERSHIP NEWS

Steele Volkswagen is Awarded the Prestigious Wolfsburg Crest

Steele Volkswagen Dartmouth are proud winners of the prestigious 2022 Volkswagen Wolfsburg Crest Club Award, reflecting the highest standards of sales and service excellence.



This year, only 26 Volkswagen Dealers across Canada received the award. I could not be more proud and thankful for the team we have and their continuous pursuit of the best experience for our customers.

Submitted By: Patrick Lawrence, General Manager, Steele Volkswagen

Customer Experience Excellence Award

OUR MISSION: At Steele Subaru, customer service and employee satisfaction are paramount. Respect for one another and our clients is the starting point for all client communications. Our strong focus on teamwork creates a healthy work environment and experience for both our customers and staff.

Our staff are committed to not only providing but exceeding customer satisfaction and offering unparalleled customer service. Congratulations to our exceptional team.

Submitted By: Matthew Wilneff, General Manager, Steele Subaru

All EV – Leading The Charge In Electric Vehicles

All EV by Steele is proud to announce our new location in Halifax! Taking over the former Porsche dealership at 3367 Kempt Rd, All EV Canada is primed to lead Atlantic Canadians into the electric revolution from our flagship dealership.



In addition to offering the widest selection of pre-owned electric vehicles in Canada, All EV also provides education around electric vehicles to help transition customers to EVs. All EV Halifax is also home to the Tesla iDev (an interactive demonstrative electric vehicle) on display in our showroom.



Our service department is your trusted destination for electric vehicle maintenance. Our red seal certified automobile technicians and our expert electric vehicle technicians offer service on all EVs, including battery health reports and electric vehicle undercoating.



If you have customers looking for electric vehicle undercoating, we have created an undercoating process with a focus on cleaning and protecting the areas of the vehicle that are exposed to the elements in the Maritimes. When performing our electric vehicle undercoating, we keep in mind the delicate nature of the battery and high voltage system that requires attention to detail as not to impede its operation.

If you want to know more about EVs, our team is here to answer all your questions!

Submitted By: Julie Guy, Marketing Specialist, All EV - Nova Scotia

Number One in the Nation



Special acknowledgement to the entire Steele Chevrolet Team and extra special shout out for Dave Macdougall!

We received word from General Motors Canada that Steele Chevrolet Ranked the #1 Volume Retail Pre-Owned Dealer in Canada.... That's right... the Entire Nation!

With so many headwinds, inventory and supply shortages, worst new car inventory situation EVER and lots of reasons to make excuses, the team made no excuses just produced incredible results!

It was an entire group effort and remember, we had to source, recondition through service, clean up for lot, prep for delivery, photo, market, price adjust and so on and so on.

I am proud to not only work with the Best In The Business Sales Team, but the Best Fixed Operations and Proshine Departments in the business.

Congratulations to Dave Macdougall, Pre Owned Sales Manager Extraordinaire, as well as Sales Managers, Jake Bernard, Brandon Smith, and Mandy Parker and the entire Sales Team!

Huge shout out to Mike Calnen and Mike Walters leading the Fixed Ops Team in processing this level of record breaking sales!

Very, very proud to work with such a group of High Achievers and Embracers of Change in a constantly evolving business!

Submitted By: Colin Jamieson, General Manager, Steele Chevrolet

Herm's Home Hacks

SPRING MAINTENANCE TIPS

Seasonal maintenance helps to prolong the life of your equipment and keeps your home looking young and refreshed.

INTERIOR

- Change HVAC air filters
- Inspect window screens for damage.
- Check for moisture in the basement and crawl space.
- Inspect the washer/dryer - washer, check water hoses for cracks and check the dryer vent for lint buildup.
- Inspect the air ducts for buildup of mold, allergens or debris.

EXTERIOR

- Inspect gutters and downspouts for damage/debris
- Trim trees and shrubs that are near the house.
- Inspect caulking around doors and windows for damage or wear.
- Inspect wooden decks, railings, windowsills and steps for rot.
- Clean patios, decks, driveway/walkways, and outdoor furniture.
- Inspect outdoor sprinkler heads for damage from snow plows or cold weather.
- Do any maintenance required for lawn equipment.

Submitted By: Mike Herman, Property Manager, SAG Head Office



Welcome New Team Members

Jay Lugar and Rob Steele are pleased to collectively announce the sale of Vantage Motors Volkswagen based in Truro, Nova Scotia to Steele Auto Group effective September 1st, 2021.

On February 2nd, 2022 Rob Steele and Jim Bagen, Roger Beasley Auto Group were happy to announce the sale of two Hyundai dealerships in Kyle and New Braunfels, Texas to Steele Auto Group.



Steele Hyundai New Braunfels



Steele Hyundai Kyle



Vantage Motors

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

Why Steele Auto?

Spring is in the air, and for most of us, that means longer days, less snow and warmer weather. For a Talent Acquisition Specialist however, Spring means work term season! "One of the things I love most about my career is the opportunity to help Automotive Service Technicians find their work term placements within our Group." We at Steele Auto have a unique opportunity for a few weeks per year to show Apprentices, "Why Steele Auto" should be the destination of choice for their career. I recently had the pleasure of being welcomed to NSCC (Akerley Campus) and Holland College (Summerside Campus) to meet with Automotive Service Technician Apprentices and discuss this very important question..."why?"



During these sessions we discussed (of course) our excellent benefit package, RSP program, and opportunities across our Group. While these are all wonderful reasons to join our teams, I also spoke about our DEI initiatives, our female leadership, continued support to help Apprentices achieve their Red Seal, and last but not least, Steele Auto Group's values.

By the end of the sessions, I was beyond excited to receive such a high amount of interest and questions from these remarkable students...but do you want to know what excited me the most? The reminder that I get to be a part of this amazing team every day and share everything that we have to offer people who are looking for a career. This Talent Acquisition Specialist is proud to say that the Steele Auto Group is my destination of choice for my career, and I use this opportunity to welcome our Automotive Service Technician Apprentices who will be joining us in the spring.

Many thanks to Stewart Malloy (Service Manager, Colonial Honda) Justin Thistle (Service Manager, Experience Hyundai) Rob Ward (Health & Safety) Christina Wood (Marketing & Communications Manager) & the AST instructors at NSCC and Holland College for making these meetings happen!

Submitted By: Robyn Burgess, Talent Acquisition Specialist, SAG Head Office

STAY CONNECTED:



Derrek "Dino" as most racers and high school friends knew him, was always a motorsport fan. Starting off in Hill climbs and local Slalom events around the Maritimes, he quickly gained respect as a front running driver. In the early years he made multiple trips to away races to watch and make new friends. While at local events running he had multiple vehicles but most notable was his 77 Volvo 242. After he acquired Vantage Volkswagen in the early 90's, you could always find him running a variety of different VW cars at local events, including Ice racing in some less then sturdy old Rabbits and Sciroccos. He began to focus on Road racing in the ITB "Improved Touring B" class, a class multiple Volkswagens fit into. Improvements to the cars in this class were limited, meaning costs were kept to a minimum and focused more on driver talent. This was a class he ended up fitting very well into. Over the years he and

Submitted By: Tim Hirtle, General Manager, Vantage Volkswagen

A composite image featuring two distinct visual elements. On the left is a black and white portrait of an elderly man with a serious expression, wearing a dark suit, a striped shirt, and a dark tie. On the right is a painting of a woman in a long, dark, sleeveless dress, seated and playing a piano. The scene is decorated with large floral arrangements and a white vase on a shelf.

<https://www.carnells.com/obituaries/j-catherine-steele-nee-thornhill/>

<https://www.saltwire.com/nova-scotia/obituaries/sean-oregan-69272/>

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

