



Q3
2022



The Quarter Panel

IN THIS ISSUE:

2022 SCHOLARSHIPS PAGE 2

SUPPORTING IWK
STEELE VOLKSWAGEN PAGE 3

LIGHT THE LINKS PAGE 4

MEET KATELYN REDMOND
MARKETING TEAM PAGE 5

STEVE QIANG-503 IN 2021
STEELE VOLKSWAGEN PAGE 6

THOMAS SECURES GOLD
STEELE VALLEY CHEVROLET GMC BUICK PAGE 7

LANGUAGE BARRIER NO
MATCH FOR RAWAD PAGE 8

2021 TECHNICIAN AWARD
WINNERS PAGE 9

HAPPY RETIREMENT,
JANET LUTZ! PAGE 10

CREATING A BUZZ WITH
LOCAL ELECTRIC VEHICLE
ENTHUSIASTS FOR A GOOD
CAUSE PAGE 12

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



because you have shown that you will step up to the challenge and support your team members in whatever way is required.

Not only do you show up for your work team, you show up for our communities too. This is evidenced prominently throughout this Newsletter. Congratulations and thank you for your commitment. You will see many shout outs and celebrations in here as well that focus on our people. You are all so inspiring.

As we head into the last quarter of 2022, I reflect on the challenges and successes we have experienced so far this year. And as we think to 2023, we will continue to be faced with certain headwinds. But I know we will conquer whatever comes our way

Since the last issue of the Quarter Panel, we have welcomed some great new additions to the team with Steele South Loop Hyundai in Houston, Steele Chrysler Dodge Jeep Ram in San Antonio, and King Mazda in Saint John. A big Steele group welcome to you all.

To our Canadian team, I hope everyone had an opportunity this Thanksgiving to spend time with those nearest and dearest to them. I know I spent time doing just that and taking a moment to truly be thankful. To our American team, it is my wish that you too will spend time with the ones you love and have a moment to reflect on why you are thankful this coming November when you celebrate Thanksgiving.

I am truly grateful.

Submitted by: Kim Day, President & COO

STAY CONNECTED:



INVESTING IN OUR COMMUNITY

Subaru Of Charlottetown Sponsors PEI Cricket Association

Subaru of Charlottetown is now a sponsor of the PEI Cricket Association. This year our very own Salesperson Fahad Ahmed was picked to join the PEI Cricket Association team as Vice Captain and competed on a national level at the Cricket Canada National T20 Championship in Toronto. This was PEI's first time joining this National event and although they did not win, they made PEI and us proud and wish them the best of luck next year!

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



(L-R): Richard Wills, Patsy Tremblett, Brian Younker, Fahad Ahmed



(L-R): Patsy Tremblett, Fahad Ahmed

2022 Scholarship Recipients

We are very pleased to announce the 2022 recipients of our Steele Auto Group Richard Conrod & Jeff Hanson Scholarships. The caliber of applications gets increasingly impressive. All applicants excel not only in their high school course curriculum but are also passionately involved in the community and helping others and have backgrounds and/or career aspirations that are truly inspirational.

They are all exemplary individuals, and we are very proud to support them with Scholarships.

This year we had 11 applicants for the Richard Conrod Scholarship. We unfortunately did not receive any for the Jeff Hanson Scholarship so have applied these funds to a second Richard Conrod applicant.

We wish all the 2022 applicants a great journey on this exciting next stage of life.

This year's Richard Conrod Scholarship was awarded to Jaime Vickery, daughter of Bruce Vickery, Sales Consultant at our Colonial Honda Dealership. Jaime will be attending University of Guelph, Bachelor of Science, Honours Co-op Major Biological & Medical Physics with future plans to specialize in Radiation and Chemotherapy.

Congratulations Jaime on this exciting journey!

This year's Jeff Hanson Scholarship was awarded to Lucy Jardine, daughter of Jason Jardine, our Client Care Centre Manager. Lucy will be attending Queen's University Engineering program with future plans to specialize in Mechanical Engineering.

Congratulations Lucy on this exciting journey!

Submitted By: Janice Kehoe, Executive Assistant, Head Office



Richard Conrod Scholarship Recipient,
Jaime Vickery



Jeff Hanson Scholarship Recipient
Lucy Jardine

Steele Volkswagen Supports The Hot Rod Classics for IWK

Steele Volkswagen is proud to support the Hot Rod Classics vintage race car series and their efforts to fundraise for the IWK Foundation! The Hot Rod Classics volunteers sell HRC apparel at race events with all proceeds benefiting the IWK Foundation. The Hot Rodder's have fundraised almost \$10,000 over 2 years for the IWK Foundation.

Submitted By: Patty Lawrence, General Manager, Steele Volkswagen



Pictured are the many devoted Hot Rod Classics volunteers!



INVESTING IN OUR COMMUNITY

Steele Volkswagen Toy Drive In Support Of The IWK Foundation

Steele Volkswagen was proud to once again partner with the Hot Rod Classics and DM Motorsports to collect toys and donations as part of the IWK Foundation Toy Drive! Over \$2,000 in cash and toys were collected at the IWK Riverside 250 weekend in July for the IWK Foundation!

Submitted By: Patty Lawrence, General Manager, Steele Volkswagen



Subaru Of Charlottetown Donates To PEI Humane Society

After hearing the news of a huge influx of kittens and mommas at the PEI Humane Society, Subaru of Charlottetown jumped into action to assist with much needed items to keep the kittens and moms happy, healthy and ready for adoption.

Submitted By: Amy Lee, Marketing Specialist



(L-R): Amy Lee, Sandra Smith



(L-R): Trish Mclure, Amy Lee

PEI Sponsors Local Curling Team

Subaru of Charlottetown, Discover Kia and Experience Hyundai 3 of Steele Auto Group's PEI stores come together to support Cornwall Curling Club's Team Dalton.

Team Dalton won the U18 Provincial championship and went on to play in the U18 National Championship in Oakville, Ontario..

Submitted By: Amy Lee, Marketing Specialist



Experience Hyundai Raises Money for Kids Help Phone

During the month of June Experience Hyundai raised money for Kids Help Phone with a 50/50 square draw.

In total Experience Hyundai was able to raise \$1,000 for Kids Help phone and a customer also walked away with a \$1,000 prize! Win Win !

Submitted By: Amy Lee, Marketing Specialist, Experience Hyundai

Kids Help Phone 

INVESTING IN OUR COMMUNITY

Deer Lake Airport Piano Sponsorship

Deer Lake Airport has a brand new addition! Steele Auto Group has sponsored the piano located in the luggage claims area. Great entertainment will be had by many a traveller and an incredible opportunity to engage with our community at large!

Submitted By: Joe Antle, General Manager, Humber Ford



(L-R) Natasha Blackwood with Business & Arts NL, Joe Antle, General Manager, Humber Ford; Noah Hamilton, songwriter/musician; Dave Levita, Fairway Honda; Dion Rumbolt, City Chrysler and Tammy Priddle, President & CEO of Deer Lake Regional Airport

Team at Q104 Links For Lymphoma

Beautiful day with a great team helping spread awareness and raise money for a great cause.

Submitted By: Matthew Wilneff, General Manager, Steele Subaru



(L-R) Norma Melanson, Matt Wilneff, George Murray, Katie Hall

3rd Annual Light the Links Golf Tournament

It was a beautiful day for the 3rd Annual Light the Links Golf Tournament in support of the The Leukemia & Lymphoma Society of Canada, Atlantic Region.



Blooming House Women's Shelter PEI

The Team at Subaru of Charlottetown were happy to be able to support PEI's local women's shelter, Blooming House restock their shelves with a donation of goods for their March 2022 needs list!

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



Way to go Stephen Neiland!

After a 10 month long online journey in junction with AMI (Automotive Management Institute), Stephen achieved his masters automotive accreditation!

Submitted By: Janice Kehoe, Executive Assistant, Head Office

Subaru of Charlottetown Supports Special Olympics PEI

Subaru of Charlottetown was thrilled to be able to join their fellow PEI businesses at the Enriching Lives Gala in support of Special Olympics PEI. With the communities support Special Olympics PEI was able to fundraise a grand total of \$304,174!

Submitted By: Amy Lee, Marketing Specialist



(L-R) Darleen Conrad, Lucy Benoit, Brian Tremblett, Patsy Tremblett, Natalie Meretsky, Chrissie Greene, Vany Wills, Richard Wills, Amy Lee

Brigadoon Village

Steele Auto Group was happy to once again provide support to this incredible camp. Which in their own words give extraordinary kids a chance to be ordinary. Pictured is Elizabeth Smith Philanthropy Manager receiving a \$5,000.00 donation from Kim Day, President & COO of Steele Auto Group.

Submitted By: Janice Kehoe, Executive Assistant, Head Office



OUR PEOPLE

Meet The Marketing Team - Katelyn Redmond

Hi, I'm Katelyn and I'm a Marketing Specialist & Graphic Designer at Steele Auto Group's head office.

I've been with the group for just over 5 years, starting off as a Graphic Designer and eventually falling into more of the marketing/digital marketing side of the biz. I get to do a little bit of everything, from graphic design, marketing campaigns, digital ads to running social media accounts!

My entire life I've been a creative and I've grown up around cars, so it seems fitting to have a career doing what I do. Steele Auto has given me opportunities to grow and push me to be the best that I can be. I can't wait to see what the future holds for not just me, but the company as a whole.

In my spare time you can find me hanging out with my pup Maisie (see photo), hiking, reading, cooking or out on my motorcycle. If it has to do with being outside, I'm there! I also enjoy learning new things – whether it's at home or work, I enjoy a challenge!

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



Steele Valley's Grand Masters

The entire team at Steele Valley would like to take the time to congratulate our General Motors Master Technicians Tony Sabean and Stuart Shields.

This is not an easy feat to achieve and its only through a dedication to continuous learning and personal development that this can happen. Top marks must be achieved, and consistency must be present. What is more impressive is when this level of performance can be sustained and repeated over a period of time.

Tony has maintained his Grand Master level from 2015 through to 2022 and Stuart has maintained his Grand Master level from 2008 through to 2022.

The whole team applauds your dedication and thanks you for your commitment to serving our customers to the best of your abilities.

We are lucky to have you on the team !

Submitted By: Chris Kelvey, Service Manager, Steele Valley Chevrolet GMC Buick



Sales Manager Honoured

In the May/June 2022 Issue, Auto Remarketing Canada released their Top 40 Under 40 for the Canadian Automotive Industry as part of the Canadian Used Car Week. Steele Chevrolet's very own Jake Bernard was among those honoured this year. To view the full list of those honoured, please visit <https://canada.usedcarweek.biz>.

Huge congratulations to Jake Bernard from the entire team at Steele Chev!

Submitted By: Brandon Smith, Sales Manager, Steele Chevrolet

Hard Work Pays Off

Sending out a HUGE congrats to Steele Valley Automotive Technician Josh Marshall. Josh has officially completed General Motors ASEP program at the local NSCC.

This amazing achievement took 4 years to complete with a combination of classroom work, in shop hands on experience and, with the arrival of COVID in 2020, a mixture of virtual classwork as well.



Countless hours and a dedication to continuous learning has paid off, with graduation with honours and one of three top awards. With his top honours, General Motors awarded Josh with a limited edition watch which will remind him of his road to success in his craft. Congratulations Josh from all of us, its been a long journey, but worth the destination that you have now arrived too.

Submitted By: Chris Kelvey, Service Manager, Steele Valley Chevrolet GMC Buick

Parts Consultant Master Level

Congratulations to Discover Kia's Parts Manager, Darcy Lawrence on receiving his Parts Consultant Master Level from Kia Canada!

Darcy placed #10 Nationally and we are very proud of his achievement.

Submitted By: Amy Lee, Marketing Specialist, Discover Kia



OUR PEOPLE

Big Congratulations Craig!



We could not be happier to congratulate our Sales Manager Craig Chippett, who celebrated **30 YEARS** at Gander Toyota Aug 25th, 2022.

Submitted By: Debby Yannakidis, General Manager, Gander Toyota

Employee Profile - Yasmin Elherbawy

My name is Yasmin Elherbawy, and I joined Steele Auto Group in December 2021 as a Talent Acquisition Specialist. Since joining the group, I have been sourcing, headhunting and creating talent pipeline candidates for specialized areas in key departments within SAG dealerships in New Brunswick and Newfoundland and Labrador. Also, I have been taking part in our International Recruitment Strategy, where we will be hiring the best talents from around the globe to join our growing team.

One accomplishment in my life that I am proud of is becoming a Regulated Canadian Immigration Consultant. My happy place is spending time with family and friends.

Submitted By: Katie Hall, HR Manager, Head Office



Experience Hyundai Celebrates Employee Tenures

In April, Experience Hyundai rolled out the red carpet to celebrate employee tenures with Hyundai Canada. Some of Experience Hyundai's employees have been with Hyundai for as long as 15 years and we could not be more proud of their dedication and hard work over the years.

Submitted By: Amy Lee, Marketing Specialist, Experience Hyundai



(L-R) Trevor Bernard, Kas Ghadban, Matt Fraser, Blake Morrison, Justin Thistle, David Wigmore, Chris Murray, Morgan MacNeill

Steve Qiang Sells 503 in 2021!

Steele Volkswagen celebrated Steve Qiang selling 503 total vehicles in 2021 by giving him 503 bags of chips! Steve graciously shared the chips with all the staff!

Submitted By: Mike Muller, Sales Manager, Steele Volkswagen



(L-R) Mike Muller, Steve Qiang, Melissa Scott, Ashley Veniot, Alice Prosser, Patty Lawrence



Business Intelligence Update

The BI team is happy to share that after a long search, we have hired a Director of Data Architecture, who will lead critical work around data centralization and platform modernization. This hire completes our core team, setting us up for future success and allowing us to provide greater services to our colleagues and customers.

In the three months since the soft launch of the new function, we have met with several people across the Group, to learn about the different processes, priorities, and pain points with regards to data and reporting. These conversations helped to inform a series of strategic projects around governance, information management, and tooling, that we are excited to kick off in the coming weeks and months.

We also learned about several dozen opportunities to use analytics, automation, data science, and reporting to help make daily tasks easier

and support decision making. We have sequenced our foundational activities to make sure we are able to deliver on these initiatives as soon as possible.

We welcome any further ideas and invite anybody who sees opportunities for leveraging our skillset in data and analytics to reach out to Jeremy Adamson (jadamson@steeleauto.com) for an exploratory discussion. Whether it is a simple automation project to eliminate routine tasks, or a transformative predictive model to improve customer experience, the best ideas come from a strong partnership between the BI function and people in the business. Please don't hesitate to contact us and see how we can support your work!

Submitted By: Jeremy Adamson, VP Of Business Intelligence, Head Office



OUR PEOPLE

Thomas Secures Gold!

Please join us in congratulating Thomas Ruggles on his Gold level achievement in the General Motors Sales Guild. Thomas has been a valued member of the sales team here at Steele Valley Chevrolet for just shy of 3 years.

This outstanding achievement and recognition is a true testament to the level of professionalism and skill level Thomas holds. The Gold level of the Sales Guild is held as the highest recognition one can achieve. Thomas not only crested this threshold but crushed it but superseded it by an additional 200 points! To accomplish this impressive feat, one must excel in all categories of the sales position including sales volume, customer service, CSI, training bands and product knowledge.

This comes as no surprise to anyone at the dealership, as Thomas's attention to detail, willingness to assist customers in their



automotive needs, dedication and overall knowledge makes Thomas truly deserving.

Congratulations Thomas from the entire team, we are all proud of your accomplishment and to have you on #TeamSteeleValley.

Submitted By: Deji Akinniyi, General Sales Manager, Steele Valley Chevrolet GMC Buick

Staff Appreciation BBQ!

This years Steele Hyundai Staff Appreciation BBQ may have been the best ever!

Our super talented chef (and Service Manager Jimmy) grilled up a variety of chicken, tenderloin steak, pepperoni, and Halal steaks.

Super fun times and grateful to have such a fun hardworking team.

Special thanks to the folks from the Steele Auto Group Head office and Hyundai motors who came out to show support and celebrate with us.

Submitted By: Michael Currie, General Manager, Steele Hyundai



Jim Schimpf & Mike Currie



Milestones Worth Mentioning

We have had some very big milestones!

Submitted By: Sandy Martell, Service Manager, Audi Halifax



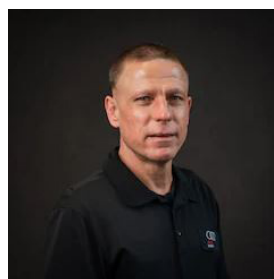
Wayne Pitts
Service Consultant
Audi Sport Expert
15 Years on May 28



John Munro
Master Technician
Ford, Porsche and Audi
30 Years on August 24



Steve LePage
Master Technician
Audi Halifax
30 Years on August 26



Ron Rubisch
Master Technician
Audi Halifax
19 Years

Trudy's 30 Year Work Anniversary



Our very own Trudy Stevenson is celebrating her 30 year work anniversary with Steele Auto Group! Trudy is a dedicated worker and is currently a successful Brand Ambassador and Sales Representative for Porsche of Halifax and Volvo of Halifax. Trudy has worked in the automotive sector for more than 30 years in a variety of positions, including technician, service manager, and sales. Trudy is such an intelligent and kind person and we here at the dealership feel so blessed to have the privilege to work with her.

Congratulations Trudy!

Submitted By: Marley Raycroft, Marketing Coordinator (summer Intern), Porsche of Halifax

Peak Performance Winner!

Congratulations to Sarah Murphy for winning Ford's Peak Performer "Rookie of the Year". This award is given to only one service advisor in Atlantic Canada for top sales and CSI achievements. Sarah has also broken records in our auto group for Google review personal top reviews! Congratulations Sarah for this prestigious award!

Also congratulations to both Trish Boutilier and Cory Veinot for being Gold performers!

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



OUR PEOPLE

Employee Profile - Mary-Jane Crawford



Growing up I lived in many places in NS, settling in Truro when I was 8. Even though I wanted to be a chef, I enjoyed accounting and pursued a career in it, but being in the kitchen is still one of my favorite places to be.

After working in the Hydraulic industry for 10 years, I started at Volvo, Jaguar Land Rover in 2004, added Porsche of Halifax in 2005. In 2010 I took on Audi Halifax and for a few years took on our 2 Subaru stores in HRM (now one store). Two years ago I started as Assistant Corporate Controller at Head Office and I love this role because I get to work with so many of our incredible General Managers and Controllers and the amazing team at Head Office.

I have always had a passion for cars and racing. My father is an Automotive Technician and after working at dealerships for years, he taught motor vehicle repair at NSCC. Something you may not know about me is that I volunteered at the Moosehead Grand Prix as a Paddock Marshal when it was in Halifax in the 90's. I was also a member of ARCA and spent my weekends flagging at AMP race track for a number of years.

If you need anything I am happy to assist, you can reach me at mjcrawford@steeleauto.com or my direct line at 902 830 8696.

Submitted By: Jacqueline Lahey, Corporate Controller, Head Office

A Language Barrier and Settling Into Life in a New Country Were No Match for Rawad

RAWAD IS IN THE SPOTLIGHT

Today is a special day for this guy, join us in congratulating Rawad Banoud on becoming both a red seal mechanic as well as certified to do safety inspections in Nova Scotia.

This husband and father of two has not had the easiest path getting to where he is, but with his positive attitude and blind ambition we are super proud of what he has accomplished in a relatively short time here in Canada.

Language barriers, leaving his home country of Syria and adjusting to Canadian life were no match for him.

We sat down with Rawad and asked him to answer the following questions:

What was your first job?

I was a mechanic back home in Syria. It was family business, and I worked there until 2016, then I came to Canada.

Where is your favourite place to be?
Steele Hyundai.

What accomplishment in your life are you proud of?
Learning English.

What's something you would like to learn?
Improving my English.

How long have you worked at Steele Hyundai?
3 years.

What do you like the most about working at Steele Hyundai?
The people that I work with are a great team.

What do you like to do in your spare time?
I like fishing, swimming, and spending time with my 9 year old son, and 5 year old daughter.

Submitted By: Michael Currie, General Manager, Steele Hyundai



Rawad Banoud, Red Seal Technician

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



Eric Davidson Technician Of The Year Award

Marcel Petrossie, technician at Halifax Chrysler, received the Eric Davidson Technician of the year award for 2022. It is awarded by Nova Scotia Community College and the Halifax Antique Car Club. It is presented to the Technician that shows leading qualities in Team Work, attitude, enthusiasm, and work ethic.

The award was presented on Sunday June 26th at the Royal Canadian Legion in Halifax.

Marcel has been with Halifax Chrysler since April 2016 where he started as an apprentice technician. We are very pleased to say he recently successfully completed his training and is now a Red Seal technician.

Please join us in congratulating Marcel on his accomplishment on receiving this award. We are very proud to have him as part of our team.

Submitted By: Allan Murphy, Service Manager, Halifax Chrysler



OUR PEOPLE

204th Platinum Jubilee St. John's Regatta



We are proud to announce the Steele Auto Group Senior Ladies Rowing team placed SILVER at the 204th Platinum Jubilee St. John's Regatta.

Congratulations to all!

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

Social Media Day Halifax 2022

Members of our Marketing Team got together in June to attend Social Media Day Halifax.

We caught up on the latest social media and digital marketing trends - and had some laughs!

Thanks to The Dream Team for a great day!

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



(L-R) Katelyn Redmond, Amy Lee, Victoria Noble, Kevin Claus, Joel Buchanan, Julie Guy, Tony Makhoul, Christina Wood

2021 Technician Award Winners

Congratulations to our hard working technicians at Steele Ford!!

Additional Sales Award 1st Place 2021----Ron Jamieson
Additional Sales Award 2nd Place--2021---Colin Cogan
Additional Sales Award 3rd Place--2021---Mike Mosher
Additional Sales Award Apprentice--2021-- Sean Stewart
Outstanding Proficiency Award 2021---Ron Jamieson
Outstanding Proficiency Award 2021---Mike Mosher
Outstanding Proficiency Award 2021---Colin Cogan
Outstanding Proficiency Award 2021---Art Visser
Outstanding Proficiency Award 2021---Ken Zinck
Outstanding Proficiency Award 2021---Jamie Sweete
Outstanding Proficiency Award 2021-----Adam Craig
Sales Goal achievement Award 2021--- Kenny Zinck
Sales Goal achievement Award 2021---Adam Craig
Sales Goal achievement Award 2021---Brendan Donovan
Sales Goal achievement Award 2021---Brandon MacInnis
Sales Goal achievement Award 2021-----Colin Cogan
Sales Goal achievement Award 2021---Brandon Maxwell
Sales Goal achievement Award 2021--- Kevin Singer
Sales Goal achievement Award 2021-----Al Teal
Sales Goal achievement Award 2021---Bill Pelley
Sales Goal achievement Award 2021---David Jollimore
Sales Goal achievement Award 2021---Ron Jamieson

Top Customer Satisfaction Award 2021---Colin Cogan
Top Customer Satisfaction Award 2021---Brandon Maxwell
Top Customer Satisfaction Award 2021---Mike Mosher
Top Customer Satisfaction Award 2021---Al Teal
Top Customer Satisfaction Award 2021-----David Jollimore
Top Customer Satisfaction Award 2021-----Ron Jamieson
Leadership Award 2021---Brandon Maxwell
Leadership Award 2021---Art Visser
Role Model Award 2021 --Art Visser
Most Loyal Employee Award 2021--- Dino Monk
Most Clean Bay Award 2021---Colin Cogan
Positive Attitude Award 2021--Aidan Jean-Joyce
Hard Worker Award 2021-----Aidan Jean-Joyce
Mr. Congeniality Award 2021---Aidan Jean-Joyce
Mr. Congeniality Award 2021---Jamie Sweete
Mr. Congeniality Award 2021---Mason Thibodeau
Tire Rush-- Perfect Attendance 2021-----Art Visser
Tire Rush --- Perfect Attendance 2021-----Brandon Maxwell
Tire Rush---Perfect Attendance 2021----- Colin Cogan
Tire Rush---Perfect Attendance 2021---Ron Jamieson
Tire Rush---Perfect Attendance 2021---Zack White
Tire Rush --- Perfect Attendance 2021---Sean Stewart



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

Corporate Support Team

Michelle graduated from NSCC with a diploma in Business Administration. She has over 20 years' experience in the Automotive industry. She began her career with Steele Auto group in 2011 as a Warranty Administrator for Steele Ford Lincoln, under great mentorship she was able to build her skills in Customer service, leadership, and expense control. Michelle progressed to Service Manager in 2018.

She has been working with the corporate support team, which also includes Leigh Murray, Chrissie Greene and Rebecca Clowater, since January 2022. Michelle is available to assist with daily Service processes and functionality, process implementations and Client Care Center related concerns. Her contact information is mmunroe@steeleauto.com

Submitted By: Michelle Munroe, Service & CCC Co-ordinator, Head Office



OUR PEOPLE

Happy Retirement, Janet Lutz!



Janet Lutz is ready to start her next chapter. All of us here at Steele Subaru wanted to acknowledge Janet's amazing 21 years of service with 21 balloons in her favorite color, one for every year of service.

May you be proud of the work you have done here as we are. You will be missed!

Submitted By: Matthew Wilneff, General Manager, Steele Subaru

Feel Appreciated

I started here April 25, 2022. From day one I felt comfortable in my new surroundings. Originally from Moncton NB, I decided to move to Halifax.

I was a detailer in Moncton and wanted to continue on with that as it is what I love doing. I applied at Steele Hyundai and got the job! I have been here a little over two months now and enjoy the staff and customers. I feel part of the Steele Hyundai Family, the staff here has made me feel welcome. At Steele Hyundai you're not a number, you're treated like a valuable member of the team.

Thank you Steele Hyundai for making me feel welcome and part of the team!

Submitted By: Gerry Fowlow, Service Wash, Steele Hyundai

#1 In First Three Months

Deepak Kumar Chahal joined Fundy Honda Feb 2022 as a Sales Representative after completing his MBA at UNBSJ. He then rose to the top of the board within his third month (April). He has followed up this impressive performance with becoming Salesperson of The Month again in May and a strong start to June! Originally from India, Deepak has impressive experience in the auto/moto industry. Previously sponsored by Suzuki Motors India as a rally car driver, winning 2 races. He shares his passion for cars with his customers and delivers exceptional customer service. Deepak moved to Canada in Feb 2020 from Chile with his wife and two children. The team at Fundy Honda are so lucky to have him and look forward to watching his continued success.

Submitted By: Cody Francis, Sales Manager, Fundy Honda



Hall Of Famer - Jason Carlson

Jason Carlson, a standout student-athlete with the Mount Saint Vincent University (MSVU) Mystics Men's Basketball team from 2006-09, has been inducted into the Canadian Collegiate Athletic Association (CCAA) Hall of Fame in the Athlete Category.

Carlson led the Mystics to three straight Atlantic Collegiate Athletic Association (ACAA) conference titles and consecutive appearances at Nationals, earning a silver medal at the 2008 CCAA Men's Basketball National Championship in Saint-Lambert, QC.

"Jason was a strong-student-athlete and during his time at the Mount, he enjoyed three trips to CCAA Nationals," said June Lumsden, Director, Athletics & Recreation at MSVU. "He still plays basketball and is a wonderful alumnus of the Mount."

Carlson was named to the CCAA Championship Second All-Star team in 2007. In 2009, his final season with the Mystics, Carlson was named the ACAA Player of the Year and he earned a CCAA All-Canadian nod as well as the CCAA Men's Basketball Player of the Year award, becoming the first student-athlete from the ACAA to ever receive the honour.

Earning National recognition to finish his career was a thrill for Carlson, and he credits his success to his former coach – and fellow 2022 CCAA Hall of Fame inductee, Rick Plato.

"It helped with Coach Plato being, in my mind, the best coach in the country pushing me every day to get better," said Carlson. "Every practice was a battle and that is where players get better – he made sure to keep us on our toes and compete to be a starter each game."

MSVU went on a six-year run as ACAA champions from 2006-11, mainly due to how Plato built the program and got his student-athletes ready every day, according to Carlson.

Another fond memory for Carlson is the team trips to the Hagen Tournament at Dawson College in Montreal. The 13-hour bus rides were a great opportunity for team bonding and the high-quality competition at the tournament really helped the Mystics prepare for the upcoming season.

"Every year we would look forward to that tournament before the season started to kind of gauge how we were as a team," said



Carlson. "And winning it in my final year was, I believe, the first time ever for MSVU."

While his time in the ACAA and CCAA was short, it did play an important role in Carlson's career. He learned important life lessons along the way – many that he still uses today such as being a hard worker and a leader.

That experience has helped him become a top sales representative in the Steele Auto Group.

"I think back to the many life lessons I have learned at MSVU, and I cannot thank the ACAA and CCAA enough for the opportunity to compete as well as everyone at MSVU (coaches, teammates and staff) for all the wonderful memories I have," he said.

The 2022 CCAA Hall of Fame Banquet took place on Tuesday, June 14 in Halifax, NS.



Submitted By: Louis Stephen, General Manager, Steele Mitsubishi

OUR PEOPLE

From The Sales Floor To Sales Management

We are excited to share that Johnny (AKA Ryan) Yeadon has been promoted from sales at Steele Hyundai Halifax to Sales Manager at Steele Mitsubishi.

Although he will be missed as a valued member of our Steele Hyundai family (not just by the staff, but his many customers) we are super proud of all his accomplishments and hard work that have led to this promotion.

As you can see from the picture Steele Mitsubishi is right next door, so he won't be far away.

Submitted By: Michael Currie, General Manager, Steele Hyundai



(L-R) Michael Currie, General Manager & Johnny Yeadon, Sales Manager

Moving On Up - Promotions From Within

There is no greater joy than to have dedicated and committed employees striving for excellence.

Join us in congratulating our 3 in house leadership promotions.

Submitted By: Michael Currie, General Manager, Steele Hyundai



Matt Munroe

Welcome to New Car Management as your next rung on the ladder to GM.

Check out this amazing path, talk about well rounded.

PARTS CLERK 2005

PARTS MANAGER 2009

SALESPERSON 2012

USED CAR MANAGER 2016

NEW SALES MANAGER 2022



Fabricio Santos

The latest addition to our leadership team.

LIVING IN BRAZIL WORKING AS A FIXED OPERATIONS MANAGER 2019 (speaking Portuguese and a bit of English).

WASH BAY STEELE HYUNDAI 2020

DETAIL SHOP SUPERVISOR / INVENTORY & LOT COORDINATOR STEELE HYUNDAI 2021

SALES MANAGER STEELE HYUNDAI 2022



Andrew MacNeil

On his way up!

DETAILER 2021

DETAIL SHOP SUPERVISOR 2022

Steve Q #1 in Canada!

Steve Qiang was recognized as the #1 Sales Consultant for Volkswagen in Canada for 2021 & for winning the Diamond Guild Award, with a night out on the town provided by Volkswagen Canada!

Congratulations Steve!

Submitted By: Ashley Veniot, Sales Manager, Steele Volkswagen



Leonard O'Reilly & Dave Burke Retirement Celebration

On Friday June 24th we celebrated the retirement of two individuals who contributed significantly to the success of our company. Combining 29 years of experience together Leonard and Dave seen many changes in the industry and are true leaders for our body shop.

Valerie Wade - Body Shop Manager presented the awards to Dave Burke and Leonard O'Reilly as a token of appreciation.

From the team of Collision Experts and Steele Mazda St. John's we wish you best of luck with retirement!

Submitted By: Ryan Haynes, General Manager, Collision Experts



(L-R) Dave Burke, Valerie Wade, Leonard O'Reilly



DEALERSHIP NEWS

Creating a Buzz with the Local Electric Vehicle Enthusiasts, for a Good Cause



Peeking under the hood and under the battery case of an electric vehicle is quite a unique opportunity that many EV enthusiasts in Halifax jumped at this past June. All EV Halifax held an in-depth Tesla Model 3 clinic open to the public with half of the money raised going to the Leukemia & Lymphoma Society and a half to the Electric Vehicle Association of Atlantic Canada.

With multiple Teslas up on hoists with their protective covers taken off, participants had the chance to see firsthand how unique these vehicles are. A cutaway motor was on display along with individual battery cells (of which 4416 cells arranged in 96 groups of 46 make up one battery pack), battery cooling components, autonomous driving components, heat pump, and the charging equipment "brains" that control the battery. Best of all participants had the chance to ask our Master Technician and EV Expert David Giles any question they had. With no shortage of questions, Dave covered a tremendous amount of ground including Vehicle 2 Grid, EV-specific rustproofing, charging systems, battery innovations, service regimen on components, and more. This clinic would be considered one of the most in-depth and advanced Tesla clinics open to the public in North America.

Best of all, Dave announced his newest project, a completely new and unique cut-away Tesla IDEV (Interactive Demonstration Electric Vehicle) that will be on display at our soon-to-open All EV location in Moncton.

This is one example of how Steele Auto Group and All EV are leaning in to accelerate awareness, interest, and adoption in Atlantic Canada. It would be difficult for other dealerships or auto groups to try to replicate this type of an event.

Submitted By: Jérémie Bernardin, Business Development Manager, All EV



Steele Advantage Financing & Your Way Auto

Steele Advantage Financing on Windmill Road celebrated its first birthday in August! Congrats to the team at Steele Advantage Financing for all the hard work over the last year.

Congratulations to Steele Chevrolet Buick GMC Cadillac on the #1 volume non prime store in the group for the first half of 2022!!! Shout out to Matt Jacquart and Julie Gallant!

We are excited to announce Anthony Stundon has accepted the position of Operations Manager at Your Way Auto on Windmill Rd and our new Dieppe, NB location opening in September. Formerly named Steele Advantage Financing. Anthony has been with the group since April 2015, starting at Steele Ford as a Salesperson. More recently Anthony led the team at Colonial Honda as the new car sales manager. Anthony brings experience in sales processes, training, and team development. Welcome to the team Anthony!

Our newest team members to join SAF:

New Brunswick
Andre Drisdelle- Your Way Auto
Euijin Song- Your Way Auto
Ivan Brownell- Your Way Auto



Anthony Stundon

CREDIT TIP:

Keep credit card balances below 50%. Your credit score can lose 30-60 points if they are maxed out.



Steele Volkswagen Goes To MVOC

Steele Volkswagen recently participated in the Maritime Volkswagen Rally in Moncton! A great time was had by all, even though the weather didn't fully cooperate! Steele Volkswagen Dartmouth was representing!

Submitted By: Bria Macdougall, Parts Advisor, Steele Volkswagen



OUR TEAM IS OUR BIGGEST ASSET: MEET TREVOR GUITARD!

Trevor Guitard, Credit Specialist/Financial Services Manager with Steele Advantage Financing at Steele Valley Chevrolet, New Minas.

'I started out selling cars for Cornwallis Chevrolet in 2016 (now Steele Valley Chevrolet), after my first day in a dealership I knew I wanted to work in the finance department.

Out of school I had a passion for business and started a Limousine Service which was exciting and fun, and I was able to meet some very interesting and diverse business people. I even had the Stanley Cup in one of my cars in 2003, and worked with many amazing people and functions such as the Juno's and CFL celebrities! After selling the company and looking for new opportunities and challenges, I entered into the car business in 2016. As I said, after the first day, I knew my goal was to get to work in the finance department. After less than three years on the Sales Floor, I managed to earn a spot in a finance office with a Hyundai Store. It was there that I began to learn the art of Automotive Finance and how to help customers get approved!

I have literally helped thousands of customers drive away in nicer, newer cars over the past 12 years working as a Financial Services Manager.

When outside of work, I enjoy being with my family & friends! And of Course, travelling!"

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!

Follow us on all social media platforms

@steeleadvantagefinancing.

We keep you updated on credit tips, offers and our journey!



DEALERSHIP NEWS

Experience Hyundai Team Enjoy A Night Of Bowling

Every year the Experience Hyundai team uses the money from their "snack shack" and do something fun as a team.

This year the team enjoyed a night out bowling and shared lots of food, drinks and laughs!

Submitted By: Amy Lee, Marketing Specialist, Experience Hyundai



Back row: Doug Cunningham, Andrew Arseneault, Chris Murray, Matt Fraser, Trevor Bernard, Sarah Stevens, Blake Morrison, Austin Munro

Middle Row: Moe Dayfallah, Linda Gormley, Jessica Murray, Jodi Scott, Sean Kelly, David Horton, Corrie Perry, Kas Ghadban, Justin Thistle

Front Row: Alan Nyugen, Kevin McCormack

Steele Volkswagen Supports Techsploration

Steele Volkswagen had the pleasure to mentor several female grade 9 students from New Germany Rural High through Techsploration and great organization empowering young women to explore careers in science, engineering, trades and technology.

This gives them the opportunity to see how cool the automotive industry is and how it could be a future career path for them.

Submitted By: Melissa Scott, Accounting Administrator, Steele Volkswagen



Techsploration Team New Germany & Patty Lawrence GM Steele VW



Nadia Burke (L) and Kaylee McGregor (R)

Getting Decked Out For Canada Day

Special thanks to Kaylee McGregor & Nadia Burke for decking out the Steele Hyundai showroom for Canada day.

Submitted By: Michael Currie, General Manager, Steele Hyundai

We Won The Atlantic Sales / Order Challenge In May!

We had a very special award day in May. Our incredible sales team were visited by the one and only Tony Taylor of Hyundai Canada.

We won the Atlantic sales / order Challenge!

I am extremely grateful to all our staff and customers that made winning this award possible.

Submitted By: Michael Currie, General Manager, Steele Hyundai



(L-R) Michael Currie, Chris Payson, Matt Munroe, Tony Taylor

Beatin' The Heat In Texas!

When the temperature topped 103, we brought in Kona ice for our team and customers. It might be hot, but we're still cool.

Submitted By: Sydna Hunter, Sales Manager, Steele Hyundai New Braunfels



L-R: Raven Munguia, Product Specialist; Preston Gleaton, Product Specialist; PJ McCafferty, General Manager; Vee Wise, Product Specialist and Jay Bromfield, Product Specialist



L-R: PJ McCafferty, General Manager; Sydna Hunter, Sales Manager; Rick Beatty New Car Sales Manager

What A Team!

Steele Subaru had a staff appreciation BBQ!

Huge thanks to all our great staff for their efforts and perseverance.

Submitted By: Matthew Wilneff, General Manager, Steele Subaru



STAY CONNECTED:



DEALERSHIP NEWS

Pride Month

Steele Subaru's Joanna McConnell, Sales Consultant gearing up for pride month @ Steele Subaru with the All New Forester Wilderness.

Submitted By: Matthew Wilneff, General Manager, Steele Subaru



Steele Valley - Uniquely Inspiring

At Steele Valley Chevrolet, we passionately believe in embracing our differences is what makes us stronger and thus, we are pleased to introduce our DEI Committee. The goal of our committee is to support, promote and invest in Diversity, Equity, and Inclusion activities to create a positive environment where we can all be comfortable being the best versions of ourselves.



Our aim is to create and sustain a diverse, equitable and inclusive environment both internally for our employees and externally for our clients. Through the execution of various activities, programs and policies that shape our company values, we believe that by working together, encouraging active participation and communication, we are all better. Through the development of activities such as lunch and learns, development of a quarterly newsletter and focus groups we have begun our DEI journey.

We strive towards encouraging each team member to put their best foot forward, through equal opportunities and scope for career excellence. We have established pillars as the foundation on how we will actively move forward to ensure Steele Valley is a welcoming environment for all, employee, and client alike.

At Steele Valley Chevrolet and the Steele Auto Group, we value our uniqueness.

Submitted By: Afifa Qurath, Accounting And Admin Assistant – DEI Committee Employee Chair, Steele Valley Chevrolet GMC Buick

First Ever Genesis Electric Vehicle - The Gv60

Electric Elevated Starting at \$71,150

When charging at 350kW with the ultra-speed charging function, the battery can be charged from 10% to 80% in just 18 minutes.

399 KMs range!

Born to lead our charge forward towards electrification, the GV60 is the brand's first dedicated EV model and represents one of our most dynamic and striking designs yet.

"GV60 will set a new standard for luxury electric vehicles with a powerful driving performance and various key features based on interactions with customers." -Jay Chang, Global Head of Genesis brands.

Submitted By: Michael Currie, General Manager, Steele Hyundai



Welcome New Team Members

New Dealerships – Welcome to the Team

Steele Auto Group would like to extend a heartfelt welcome to our three newest team members.



Steele South Loop Hyundai, Houston Texas, joined the team in June 2022.



Our newest team members at Steele North Star GMC in San Antonio, Texas joining us in July 2022



And finally, our new team members at King Mazda in Saint John, New Brunswick joining us in September 2022.

We are very excited to welcome them all to the Team!

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

The Steele Volkswagen Reno Begins!

Steele Volkswagen Dartmouth has begun their extensive renovation! While the renovation takes place, we've moved in with our new family at Steele Advantage Financing! :)

Submitted By: Brittany Delaney, Reception, Steele Volkswagen



...AND IN OTHER NEWS

Ongoing Projects

The second quarter in 2022 did not disappoint on the project front. New builds, acquisitions, and renovations from NL to Texas.

Steele VW in Burnside began what will be a year-long major renovation. The building is being expanded in the front with the addition of a drive through as well as an extension to the service bays.

Steele Honda in St. John's is very close to completion, the additional square footage added in this renovation will greatly improve operations and customer experience.

ALLEV and Steele Advantage Finance are taking up a shared space in Moncton with both divisions seeing incredible growth opportunities in this new location. The move has begun, and we will be fully operation in this location within the month.

Steele Wheels is starting to take shape. The building interior is well on its way to completion with a target date of early December. This new facility will be a one-of-a-kind auto museum, events center, and concert venue. Our inventory of classic and exotic cars is impressive and is sure to attract car enthusiasts from all over.

JLR Moncton opened its door to the public, the facility is still getting some minor cosmetics buffed, but it is a beautiful store with a very promising forecast.

A reimagining program is currently underway at our Mazda dealerships, this work consists mostly of cosmetic changes such as panel colors and signage upgrades.

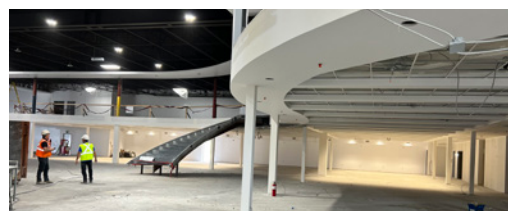
Fundy Honda in Saint John is well into a major renovation, things look great and are on track.

More Texas news to share as well, our Hyundai store in Kyle is undergoing a renovation to freshen things up a bit, and our Hyundai dealership in New Braunfels will be moving into a brand-new facility currently in the design stage. More to come on both of these projects.

Steele Auto Group has historically been a leader in technology adoption and development and in true fashion, we are very close to finalizing details on a project that will see more than 150 EV charging stations of various capabilities being deployed across our properties in all four provinces. This project is a very ambitious three-year undertaking that is sure to raise some eyebrows in the industry.

This is a small sampling of projects in 2022, and if I did not mention yours...it is simply because Mike needs room for Herm's Home Hacks. See you next quarter!

Submitted By: Glendon Macburnie, Project Manager, Head Office



Team Shout Out

I'd like to give a big team shout out to Carey Murphy, Sales Consultant at Halifax Chrysler who took his personal time and worked with Eastlink TV on a series of shows with a focus on addiction, mental health and recovery aptly called "Addiction-Road to Recovery". They had a very interesting variety of guests from addicts, counselors, resource employees.

The show was very well done and brings light to a cause near and dear to Steele Auto Group with Mental Health being one of our community pillars.

Reach out to Carey to take a look at the program he will guide you in the right direction.

Thank you for your hard work on this Carey and your support to those who need it.

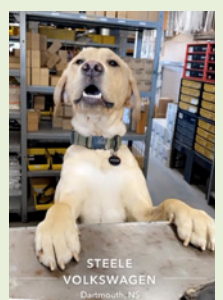
Submitted By: Janice Kehoe, Executive Assistant, Head Office



Steele Volkswagen Goes To The Dogs!

Bria MacDougall, Steele VW parts advisor, brought her two doggo's into work to help out on the parts counter! Steele Volkswagen is pet friendly, while many team members have fur-babies!

Submitted By: Corey Mosher, Parts Manager, Steele Volkswagen



Herm's Home Hacks

Fall Seasonal Maintenance

Home maintenance tips for this fall.

- Inspect your roof
- Check your roof gutters
- Put your barbecue to bed
- Clear your yard
- Disconnect your outdoor hose
- Inspect your home's exterior for cracks
- Get ready to turn up the heat
- Guard against drafts

When you maintain your furnace properly, it's more energy efficiency and you enjoy better air quality.

Submitted By: Mike Herman, Property Manager, Head Office



STAY CONNECTED:





Mercedes-Benz



LINCOLN



Audi



mazda



JAGUAR



CHRYSLER

DODGE



GMC

Jeep



HONDA



SUBARU



WE'RE HIRING!

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

Visit our website careers section at www.steeleauto.com for all current openings or apply by emailing: hr@steeleauto.com

STAY CONNECTED:

