



Q3
2021



The Quarter Panel

IN THIS ISSUE:

COVID-19 SAFETY
UPDATES PAGE 2

KIDS HELP PHONE
PARTNERSHIP PAGE 3

CAR RALLY
SUBARU PAGE 4

HOSPITAL DONATION
PEI STORES PAGE 5

CUSTOMER SERVICE
FREDERICTON HYUNDAI..... PAGE 6

TRIPLE DIAMOND
MISTUBISHI..... PAGE 7

GRADUATES
..... PAGE 8

NEW TEAM MEMBERS
..... PAGE 9

DEALERSHIP UPDATES
..... PAGE 10

NEW ADDITIONS
..... PAGE 11

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:



SAFETY

Nova Scotia Workplace Covid-19 Screening Program



Steele Auto is committed to protecting the health and wellbeing of our employees, customers and communities.

In keeping with this commitment, our dealerships in Nova Scotia are proud to be participating in the Nova Scotia Workplace COVID-19 Screening Program.

This means that all of our NS dealerships have completed the mandatory training and now offer COVID-19 rapid testing for our employees within the workplace.

Thank you to the Government of Nova Scotia for helping us protect our employees and our communities – and to Rob Ward, our Health & Safety Manager, for showing us how easy it is to get tested!

Submitted By: Rob Ward, Health and Safety Manager, SAG Head Office & Robyn Burgess, Recruitment, SAG Head Office

COVID-19 Impact on Safety

What Has Been the Impact of COVID-19 on Safety Culture?

It's not a question of "if" or "when." Whether we fully realize it or not, COVID-19 has already had a profound effect on the business's safety culture. Here are some key areas of safety culture to keep an eye on to ensure that you are mitigating any negative effects the pandemic may be wreaking on your hard-won cultural successes.

Building a safety culture isn't easy, and it's important for dealerships to hold the line against cultural deterioration. Focusing on the following areas can help you maintain morale and safe behaviors among the dealerships

Leadership

Good leadership is the cornerstone of safety culture, and a safety leader can come from anywhere within your organization.

- **Set the example for your entire workforce.** Demonstrate safe behaviors all day, every day, and show employees that caring for one another's safety on the job is the top priority.

Communication

Never underestimate the power of proper communication within an organization, and it may be more important than ever in the COVID-19 era.

- **Clearly set safety procedures and expectations.** Reinforce your current safety policies to employees, and clearly update them on additional protocols that the pandemic may have put into place.
- **Remember that communication is a two-way street.** Encourage your employees to reach out with any questions or concerns that they may have regarding health and safety.

Systems, Behavior, and Engagement

Good leadership and proper communication will promote safe behaviors and employee engagement with safety.

- **Review your management systems to see how you need to adapt.**
- **Educate employees on safe behaviors.**
- **Demonstrate a positive outlook on safety.** If you set a positive example of safety engagement, your employees will follow suit.

Stay Healthy, Stay Safe

COVID-19 has presented the greatest health and safety challenges many of us have faced in our lives. With a well-organized approach to the challenge that also employs all the safety tools we have at our disposal, we can maintain healthy safety cultures even in the midst of a worldwide pandemic

Submitted By: Rob Ward, Health and Safety Manager, SAG Head Office

INVESTING IN OUR COMMUNITY

Leukemia & Lymphoma Man of the Year

Troyce Ashe was nominated for the Leukemia & Lymphoma Society's Man of The Year.



We took it on as a Steele Hyundai team effort and were able to raise just over \$31,000 in 8 weeks, due to support from the SAG, staff, and many vendors stepped up and wrote some big cheques for a great cause.

Some fun things we did were a push up contest, getting a life size cut out of Troyce, and other games to raise money and awareness.

The win could not have gone to a better person - Troyce is not just one of the top salespeople in the auto group, but also a leader in the store and his community.

Submitted By: Mike Currie, General Manager, Steele Hyundai



Kids Help Phone Partnership

In May, we challenged the dealerships to a dance off in support of Kids Help Phone and all I can say is, WOW. Not only do we have the best employees in the business, but we also have the best dancers! Thank you to each and every one of you for your participation, enthusiasm and support. During an unprecedented time, you all came together as a team for this most amazing cause at a time when it was needed most. In total, the Group raised just over our goal of \$100,000 for Kids Help Phone.



The winners Slash Tire & The Subaru of Moncton team Bob Withers/ Slash in front L-R Rachel Boisvert, Dale Snowdon, Jean-Pierre Boudreau, Kyle Goulette, Derek Melanson, Hunter Butts



Special thanks to Atlantic Mazda who raised an amazing \$5,425.00, earning them the title of Top Fundraiser and congratulations to Subaru of Moncton for winning the title of Best Dealership Dance/ Performance with special guest Slash Tires!

I am so proud - Thank you!!

For more information, or to get involved, visit kidshelpphone.ca

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

Kids Help Phone

INVESTING IN OUR COMMUNITY

INVESTING IN OUR COMMUNITY

Light The Links Fundraiser Supporting The Leukemia & Lymphoma Society



Don't Forget To Register!

Indian Lake Golf Course

199 Old Coach Rd, Hatchet Lake NS

October 9th, 2021

4:30 PM - Registration and BBQ

6:30PM - Shotgun Start

11:00PM - Wrap up

4 Person Scramble | 9 Holes

\$600 registration

Registration includes: 4 golfers, barbeque dinner, company signage on digital screen, glow materials

Register at the link below: bit.ly/lightthelinks21

Submitted By: Matthew Wilneff, General Manager, Steele Subaru



Subaru Of Charlottetown Sponsors Heart Of A Champion Hot Rods Classic



On July 31st, Subaru of Charlottetown were proud to sponsor the Heart of a Champion Hot Rod Classic.



This was the first time the Heart of a Champion Hot Rod Classic has made its way to PEI's Oysterbed Speedway.

Subaru of Charlottetown hosted a pre-race car show at their Dealership as well as presented trophies to the winners of the Hot Rod Classic!

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

Christmas Daddies: Exotic Car Rally

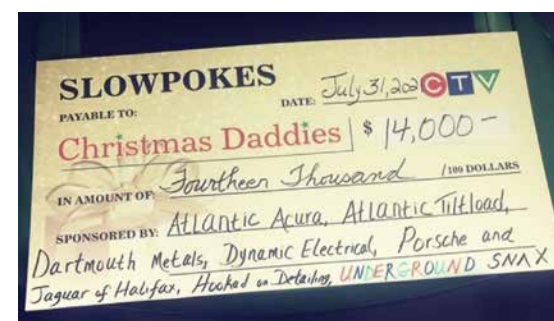
A great event, for an even greater cause!



Jaguar Halifax and Porsche of Halifax were pleased to represent Steele Auto Group at this year's Christmas Daddies exotic car rally.

Showcased among 30 plus other exotic vehicles, our stores were represented by a 2021 F-Type convertible, as well as classic livery Taycan. Starting in Tantallon, drivers travelled the coast to Peggy's Cove, before meeting downtown within the Nova Center to display their vehicles to all spectators.

Both stores were proud to donate to the charity, and take part in such a special event, in total raising ... Drumroll please ... \$14,000.00!



Submitted By: Mitchell Langille, Service Advisor, Steele Jaguar Land Rover Halifax

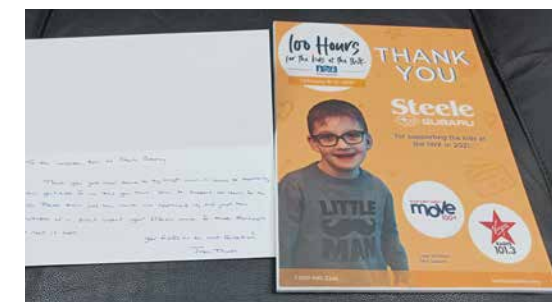
100 Hours For The Kids At The IWK



We received this lovely letter addressed to "the incredible team at Steele Subaru", thanking the team for our fundraising efforts for 100 Hours For The Kids at The IWK.

They are right, we have an incredible team, and we were so happy to help.

Submitted By: Matthew Wilneff, General Manager, Steele Subaru



Steele Volkswagen - SPCA Partnership

Steele Volkswagen is a proud supporter of the Nova Scotia SPCA. We have a weekly 'furry friend Friday' segment on our Facebook page, facebook.com/steelevolkswagen



In doing this, we have helped dozens of animals find their 'forever' homes over the past 12 months!

Submitted By: Danica Allen, Controller, Steele Volkswagen



IWK BBQ & Hot Rod Classic Car Show



Steele Volkswagen is a proud supporter of the Nova Scotia Steele Volkswagen recently held a BBQ and Car Show in support of the IWK Foundation!

We had lots of great food and amazing cool cars from the Hot Rod Classics Vintage Racing Series along with our marketing partners from DM Motorsports on hand!

We raised over \$750 for the IWK! Go Steele VW Team!

Submitted By: Melissa Scott, Senior Accounting Clerk, Steele Volkswagen

Volvo Sponsor - Sara Groenewegen - Wins Bronze At Tokyo 2020 Olympics

From death bed of Legionnaire's disease in 2018 to Olympic Bronze in 2021.

Her story is one of resiliency and determination. See the link below for more details.

bit.ly/SaraGroenewegen

Submitted By: Emily Fisher, Receptionist, Volvo of Halifax

QEH Hospital PEI

Subaru of Charlottetown has partnered with Experience Hyundai, Discover Kia, and Steele Auto Group Head Office to donate \$20,000 to the Queen Elizabeth Hospital NICU Department, enabling them to purchase a much needed Transcutaneous CO2 Monitor.



Moe Dayfallah, Patsy Tremblett, Kent MacLeod & QEH Foundation Representative

Steele Auto Group's pillars of community values are Mental Health, Sick Children and Families in Crisis, making this donation opportunity a perfect alignment.

We are very proud to support the families in our PEI community.

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

OUR PEOPLE

OUR PEOPLE

Customer Service Excellence

Justin Foreman is tracking a 100% CSI record, which has awarded him Silver for CSI return podium for Hyundai Canada.



Jason Kelly, Sales Manager, Justin Foreman, Sales Consultant, Rae Tretiak, Sales Manager

With twenty-eight 100% CSI returns, Justin remains at the top of the leaderboard in customer satisfaction results in Atlantic Canada.

Beyond the silver recognition, his clients support the results. Ask any of them and the proof is in their feedback. Congratulations sir, well done from all your co-workers at Fredericton Hyundai.

Submitted By: Rae Tretiak, Sales Manager, Fredericton Hyundai

Technician Celebration

The entire team at Experience Hyundai would like to congratulate Technician Morgan MacNeill on passing his Red Seal Certification!



Morgan MacNeill, Norm Doucette

It was a long journey and we could not be more proud of your achievement!

Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai

Discover Kia's Fixed Operations Manager Completes Parts Manager Training!

The entire team at Discover Kia would like to congratulate our Fixed Operations Manager, Mark on completing his Parts Manager training from Automotive Business School of Canada Powered by Georgian College!



Mark Jones, Kent MacLeod



Mark Jones, Kim Day

Mark, We are very proud of you and your achievement. Congratulations from the entire team at Steele Auto Group!

Submitted By: Amy Greene, Marketing Specialist, Discover Kia

Diversity, Equity And Inclusion At SAG

It is hard to believe we are heading into the 4th quarter of 2021. I want to take this opportunity to provide an update on one of the key pillars of SAG's strategic plan: Diversity, Equity and Inclusion.

Steele Auto Group is dedicated to providing an atmosphere free from barriers and fostering Diversity, Equity, and Inclusion within all aspects of our workplaces and business processes. We are committed to ensuring our organization is representative of the communities in which we operate. Here at SAG, employees are the most valuable asset. The powerful collection of knowledge, innovation, self-expression, individualities, unique capabilities and experience that our employees bring to work every day represent our culture, reputation and achievement. We truly value these contributions.

We celebrate and welcome the diversity of all our employees. It is the policy of SAG to foster an environment that respects people's dignity, ideas and beliefs. In this way, employment and business interactions will reflect respect, equity, and diversity. We provide a supportive work environment and a corporate culture that welcomes and encourages equal opportunities for all.

There are a variety of creative ways that we're advancing the direction of DEI at SAG. In April, in partnership with The Center for Automotive Diversity Inclusion and Advancement (CADIA) as well as ESI Trends, we became founding members of an association called the DEI Champions Council for Automotive Retail. This council meets on a monthly basis and is a forum for the open exchange of information and best practices related to DEI within automotive retail organizations. The council shares non-competitive information, ideas, and solutions to help both individual organizations and the

industry as whole. The ultimate goal is to reach a larger, dynamic pool of talent, leverage their diverse skills and backgrounds, and grow inclusive cultures. This allows the industry to attract a committed, fulfilled workforce and deliver outstanding customer experiences.

In August, we engaged with Upswing Solutions, a Halifax-based consulting firm. Together we are developing a 'benchmarking report' on DEI at SAG based on your feedback (surveys, interviews, research). This will be our 'starting point' to embrace our unique diversity, equity and inclusion challenges and opportunities, and subsequently, where our 'laser focus' should be.

As you are aware, on August 16th, in partnership with Upswing, we proudly launched our first Diversity, Equity and Inclusion Survey across all our locations in Canada and the USA. Thanks to all who shared their ideas and experiences through this survey. This valuable feedback will be the foundation of responsive policies, practices and a dealership 'toolkit' we will deploy throughout all locations. You can look forward to more information and regular updates in the Quarter Panel on our progress – so let's continue the conversation - we want to hear from you. If you have any comments, recommendations, or questions, you may reach out to a member of the HR team, or you can email DEI@steeleauto.com.

Our commitment to you is to continue to learn, grow, reflect, acknowledge and educate – and we are excited to work together as we progress on this journey!

Submitted By: Ruth Meagher, Director Human Resources, SAG Head Office

Triple Diamond Certification

For the first time since the dealership's inception, Steele Mitsubishi has its very own, not one, but two Triple Diamond Certified technicians!



Peter Lyons

We are so proud of our team and want to recognize Peter Lyons and Dan Cameron for their achievement of Triple Diamond status as a technician with Mitsubishi Canada.



Dan Cameron

The pride you take in your work and value of our customers needs means so much. You are masters of your craft, and we are proud you're on our team.

Congratulations and Thank You both!

Submitted By: Jason Monk, General Manager, Steele Mitsubishi

Steele Ford Lincoln Thanks You

Congratulations to George Smith, Darrell Smith & Stephen Christie on their incredible achievement awards.



George Smith, Darrell Smith & Stephen Christie

George Smith received Summit Status for one of the highest New Vehicle sales in Atlantic Canada.

Darrell Smith also received Summit Status for one of the highest commercial vehicle sales in Atlantic Canada.

Stephen Christie received Gold Status from Ford Motor Company and Silver Status from Lincoln Motor Company for one of the highest Ford & Lincoln sales in Atlantic Canada!

They have all achieved these awards while maintaining high customer satisfaction!

This wouldn't be possible without all their customers/clients, and they would like to say a very thank-you to everyone who helped them achieve these awards!

Submitted By: Hope Young, Receptionist, Steele Ford Lincoln

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

Technician Celebration

The entire team at Subaru of Charlottetown would like to congratulate two of our Technicians, Dave Clark and Lauchlin Bakker, who have recently become Certified Red Seal Technicians!



Dave Clark



Lauchlin Bakker

It was a long road, and the entire team is so proud of your journey and achievements.

Congratulations from us all!

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

OUR PEOPLE

Georgian Graduate



The team at Subaru of Charlottetown would like to congratulate our Fixed Operations Manager, Trevor Matheson for completing his Parts Manager training from Automotive Business School of Canada Powered by Georgian College.

We are very proud of you and your achievement, Trevor!

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

New Sales Team Member



We are very pleased to welcome Aaron Smith to our Steele Volkswagen Sales Team.

Submitted By: Angela McCulley, Receptionist, Steele Volkswagen

Our Unsung Hero's

A big shout out to the team of parts delivery drivers, shippers and receivers at both Halifax and Steele Chrysler.



Bret Collins, Leo Perrin

Without this awesome team of people, it wouldn't be possible to service our stores and customers with their parts requirements.



Alan Black, Rob Heard, Ray Sampson

They quite often go above and beyond to maintain our excellent delivery standards.

Great job guys!!!

Submitted By: Kevin Hart, Parts Manager, Steele Chrysler Fiat

40 Year work Anniversary

On July 22nd Steele Ford Lincoln put on a big Celebration for our Shop Foreman, Art Visser's, who was celebrating an incredible 40 years working with Steele Auto Group. That's right 40!



Kim Day, President Steele Auto, Art Visser, Shop Foreman and Jonathan Bonang, General Manager

Art has been and continues to be a true inspiration to everyone here, showing his hard work and dedication daily. He is known to put a smile on everyone's face and is so appreciated.



Art Visser

Happy 40th Anniversary with Steele Auto Group Art, you are an inspiration.

Submitted By: Hope Young, Receptionist, Steele Ford Lincoln

GM Grand Master Gold Training Designation



Craig Bennett began his career as an automotive technician in 1982 and over the course of his tenure Craig has diligently worked to maintain a high level of technical knowledge and understanding of a diverse range of vehicle systems.

Craig was one of 81 technicians across Canada to achieve the elite Grand Master Gold training certification.

Submitted By: Michael Walters, Fixed Operations Manager, Steele Chevrolet

Georgian Graduate



Kim Day, Rebecca Clowater

We want to extend a BIG congratulations to Rebecca Clowater, Parts Manager, Steele Buick GMC for completing the Georgian Parts Program - such a great accomplishment.

We are so proud of you Rebecca!

Rebecca is pictured with Steele Auto Group's President, Kim Day, presenting her with her diploma.

Submitted By: Kirt Macdonald, General Manager, Steele GMC Buick

Loss Of A Great Co-worker



Joseph Koty

1945 – 2021

We are saddened to announce the passing of long-time TriStar employee, Joseph "Joe" Koty, after a period of failing health. Joe worked with Mercedes-Benz in Saint John for over 25 years, and was much loved by colleagues and clients alike. His customer service was second to none, as was his deep-fried turkey, which he selflessly and meticulously prepared for us on many occasions.

As per Joe's wishes, donations may be made to Bobby's Hospice.

Rest in peace, Joe. We will miss you.

Submitted By: Jane Bardsley, Client Relations Manager, TriStar Mercedes-Benz Saint John



The Kilted Chef Live From Steele Subaru



Safe to say, Brad Byrne stole the show!

The return to more normal times started by the Kilted Chef and Steele Subaru getting together for a live cooking show on location at Steele Subaru.

We had a lot of fun and laughs with delicious lobster rolls. Can you say Mmmm Mmmm Good!



Submitted By: Matthew Wilneff, General Manager, Steele Subaru

Prestigious Diamond Club Membership

We are so proud of our very own Steve Qiang for achieving Volkswagen Canada's Diamond Guild Status for 2021.



Mike Muller and Steve Qiang

Steve you never cease to impress us. Congratulations from the entire team.

Submitted By: Mike Muller, Sales Manager, Steele Volkswagen

New Service Advisor



We are very pleased to welcome Morgan Hynes to our Steele VW Service team as a Service Advisor!

Submitted By: Rob Murray, Service Manager, Steele Volkswagen

DEALERSHIP NEWS

Hyundai EV & A for Adventure Partnership



Our electric team were excited to be able to provide an electric Kona to go on a 7-month adventure of a lifetime with Chris & Jan from A For Adventure.

The partnership between the SAG, Steele Auto EV, Steele Recreation and Steele Hyundai is a perfect match to raise awareness of not only electric vehicles, but all of the places that have electric vehicle charges in rural areas around Atlantic Canada.

If you are not familiar with Chris & Jan, you can hear them on the CBC radio at approximately 7:30 am every second Wednesday or, of course, you can follow their adventures on their website foradventure.ca

Submitted By: Michael Currie, General Manager, Steele Hyundai

Steele Collision Now Volvo Certified



Steele Collision Centre Halifax are very happy to announce that they are, as of September 7, 2021, a Certified Volvo Repair Facility.

The team are looking forward to servicing all the Volvo customer needs.

Submitted By: Todd Kent, Manager, Steele Collision - Kempt Rd

10

Dealership Updates

Project work has not slowed down!

2021-22 will be very busy for new builds and renovations. As we move into the fall season Porsche of Halifax will open its new state of the art building on Kempt Road. JLR in Moncton has broken ground and will be weather tight in 2021. Steele Honda will undergo a major renovation that will bring facility improvements to one of our best performing dealerships. We purchased a building next to Steele VW in Burnside and within two weeks of the building being vacant we had a fully functioning stand-alone facility for Steele Advantage Financing up a running - with great results I might add.



All EV Dealership - Open for all things EV

It is anticipated that in early October, the newly acquired "All EV By Steele" will move its Dartmouth location across the bridge to a location on Kempt Road, putting this unique dealership alongside our own and competing dealerships in Halifax. A new All EV location in Fredericton is in the final planning stages and will be up and running this fall.

Fundy Honda is slated to receive an image upgrade to the interior of the building, this work has not been scheduled yet-stay tuned.

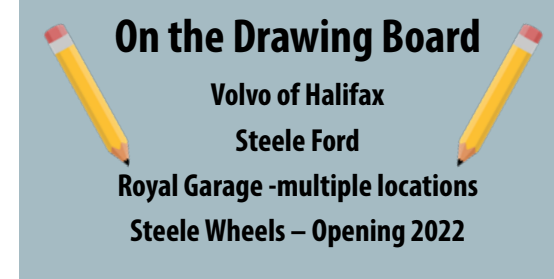
Plans to expand and re-image Steele VW are in the final stages of approval, and we expect work to start early in 2022. Saint John Nissan will see a major expansion and image upgrade slated to start late in the fall of 2021. Plans are moving forward to build an attached Genesis facility alongside Steele Hyundai.

Kia Presidents Award



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

Discover Kia has won the Kia 2020 Presidents Award, which was awarded to the Dealership team for achieving Top 10 Customer Excellence in sales satisfaction for 2020 in Canada!



New Porsche of Halifax dealership, set to open in November



First Steele Advantage Financing dealership - Now Open

TEASER - Steele Wheels project begins mid-September, slated to open early in 2022!!

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

Gv70 & G70 Roadshow

Genesis Halifax was excited to participate in a recent roadshow.



GV70



G70

Genesis Canada provided us with two vehicles to showcase to potential customers over a weekend in May.

COVID restrictions at the time presented a challenge which Josh Beaudreau (Genesis Experience Manager) turned into a productive seamless showcase.

Josh invited customers with pre-order deposits, along with other interested parties, to physically see these exciting new vehicles.

That, along with a videographer and a photographer, made the event a COVID friendly / compliant huge success.

Submitted By: Mike Currie, General Manager, Steele Hyundai

Welcome New Team Members

New Dealerships - Welcome to the Team

Steele Auto Group is very happy to welcome the newest members of our team.



Paul Antle and Rob Steele were happy to collectively announce the sale of Humber Motors Ford, Corner Brook, Newfoundland & Labrador to Steele Auto Group effective May 3rd, 2021.



Jeff Farwell and Rob Steele were excited to announce the sale of ALL EV, Dartmouth, NS to Steele Auto Group effective July 26, 2021.

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

Herm's Home Hacks

FALL MAINTENANCE CHECK LIST

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

- Clean and stow your mower
- Remove garden hoses from faucets
- Drain your sprinkler system
- Seal air leaks
- De-Gunk your gutters
- Eyeball your roof to ensure shingles are good

- Ensure your drainage is directed
- Get your furnace a check up
- Prune shrubs and plants
- Give your fireplace a thorough once over

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



Travelling Back In Time

The Hyundai brand has been growing and improving for many years and so has our dealership.



From the Hyundai Canada archives, our zone manager rounded up some old pictures of our store.

This is a look at two renovations and the acquisition of the large lot behind the dealership ago.



It is fun to look back at not only the vehicles but the campaign in the picture - \$500 in gas or furnace oil with every 4 cyl vehicle purchase.



We are in exciting times with the brand, especially with the electrification side.

Can't wait to look back in years to come at these times.

Submitted By: Michael Currie, General Manager, Steele Hyundai

STAY CONNECTED:





Mercedes-Benz



LINCOLN



Audi



mazda



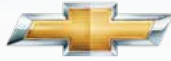
JAGUAR

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:

