



**Q4
2023**

IN THIS ISSUE:

*Steele Volkswagen Raises
\$14,000 for the IWK*

PAGE 2

*Truck Pull for
United Way Moncton*

PAGE 3

Light the Night 2023

PAGE 4

*Kicking Off the
Holiday Season*

PAGE 5

Hoofs & Heartstrings

PAGE 7

*Steele Hyundai -
Partnership With Turo*

PAGE 11

Used Car Cup

PAGE 12

*Steele Recreation -
Bridgewater's New
Powersports Playground*

PAGE 13

*Milestone
Anniversaries*

PAGE 16 & 17

*Health & Wellness News -
Personal Financial Fitness*

PAGE 20

*DEI at Steele
Auto Group*

PAGE 21

STAY CONNECTED:



The Quarter Panel

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

Inspired...



Well, now that 2023 is in the "books", we can focus on a new year with new initiatives, opportunities and certain challenges along the way. There has been no shortage of challenges that we've all faced personally and professionally over the last three years but I'm always inspired by the people around me. I am inspired by their acts of kindness, inspired by their tenacity and perseverance, inspired by the positive impact that, collectively, we have on the communities we serve. So many reasons...

This edition of the Quarter Panel truly highlights our commitment to the communities we serve. It also highlights Our People through recognition, awards, milestone anniversaries, how they've achieved success and so on. I truly appreciate those who went out of their way to tell a story and share their experiences with us.

Finally, let's kick start 2024 by being inspired to have our best year yet and keep giving back to each other and our communities in meaningful ways.

Thank you for all you do.

Kim

Submitted by: Kim Day, President & COO

INVESTING IN OUR COMMUNITY

Owen's Food Drive is a Success!

Owen's Food Drive, in support of Margaret's House Dartmouth, was another huge success during the month of December at Steele Volkswagen! Steele Volkswagen was the primary drop-off location for warm clothes, non-perishables and personal grooming supplies for those less fortunate.

Submitted By: Melissa Scott, Accounting Clerk, Steele Volkswagen



Owen Mahar



Kaleigh Johnson & Owen Mahar



Kaleigh Johnson, Owen Mahar & Ryley Sheehan

Hospital Activity Book

Steele Chev SJ is thrilled to once again be a proud sponsor of the Make-A-Wish Children's Hospital Activity Book!

This activity book is geared toward children ages 2-12 and is distributed to hospitals, medical service units, pediatric centres, and victim service units – wherever kids are in need of a healthy distraction during a challenging time.

Submitted By: Krista Delaney, Marketing Specialist, Steele Chev SJ



Dave Lee, Sales Manager

Deck Out a Defender Charity Drive

Embracing the spirit of the holiday, Land Rover Moncton once again was proud to support Crossroads for Women. Our Deck Out a Defender charity drive was a huge success! We would like to give a heartfelt thank you to all who contributed.

Submitted By: Krista Delaney, Marketing Specialist, Land Rover Moncton



Steele Volkswagen Raises \$14,000 for the IWK Foundation

Steele Volkswagen, in partnership with the Hot Rod Classics Vintage Race Car Series, raised \$14,000 for the IWK Foundation in 2023! The funds were raised from selling Hot Rod Classics apparel at events around the Maritimes, charity BBQs and Jean Days for the IWK. They eclipsed their goal of raising \$10,000 in 2023!

Submitted By: Patty Lawrence, General Manager, Steele Volkswagen



(L-R): Patty Lawrence, Greg Sewart (Hot Rod Classics Association), Jason Thorpe (IWK Foundation), Melissa Scott



(L-R): Leeann Fournaud, Breanna Ellis, Janice Kehoe, Derrick Ellis

Harbour City Lakers Ringette

Harbour City Lakers Ringette Association presented Steele Auto Group with a hand-crafted plaque in thanks for supporting the 2023 City of Lakes Tournament as Corporate Sponsors. It was a great tournament and the U14T1 Team brought home GOLD.

The plaque was presented by Breanna Elis, a U14 player in the tournament and Derrick Ellis, Director of Equipment. Way to go Harbour City Lakers!

Submitted By: Janice Kehoe, Executive Assistant, Head Office

STAY CONNECTED:



INVESTING IN OUR COMMUNITY

Friday the 13th Car Show

Friday, October 13th was made extra special with the Steele Hyundai Trunk or Treat Fundraiser & Car Show at Steele Wheels.

\$1500 was raised for the Leukemia Lymphoma Society.

Despite the rain hundreds of participants braved the elements to show off their decorated rides and win some great prizes.

Special thanks to Luke Swain for organizing the event and for the help from other dealers in the group for participating.

Submitted By: Mike Currie, General Manager, Steele Hyundai



Experience Hyundai Supports Gifts From the Heart Inc.

Experience Hyundai collected toys in support of Gifts From the Heart's Project Love again this year. Experience Hyundai is proud to support this non-profit to help Islanders in need this holiday season.

Submitted by: Amy Greene, Marketing Specialist, Experience Hyundai



(L-R): Matt Fraser, Betty Begg, Andrew Arsenaault, Chris Murray & Terry Kin

Truck Pull for United Way of Greater Moncton

A group from the Moncton branch participated in the annual Truck Pull for United Way. Although we didn't bring home the first place award, our team did an amazing job at getting us in the A Division, and almost \$23,000 was raised for United Way Greater Moncton and Southeastern New Brunswick.

Submitted By: Tania Arsenaault, Marketing Manager, East Coast International Moncton



(L-R): Meghann Alexander, Matt Davison, Jason Manderson, Jamie Parent, Shawn Smith "Smitty", Simon Mazerolle, Paul Ward, James McQuade, Dylan Ward & Ian Jones



Fill Up A Forester Toy Drive

Subaru of Moncton was proud to Fill Up a Forester in support of What Kids Need Moncton's Snowflake Station Wishlist.

What Kids Need Moncton is an organization that fulfills the requests of families in need not only at Christmas but all year round.

Thank you to all who contributed to help make sure everyone on their list had something under the tree this holiday season.

Submitted By: Krista Delaney, Marketing Specialist, Subaru of Moncton



INVESTING IN OUR COMMUNITY



Steele Volkswagen Raises \$2,000 for Light the Night

Steele Volkswagen raised \$2,000 for Light the Night by selling tickets for two NHL experiences at the Scotia Bank Center: watching Sidney Crosby and the Penguins play the Ottawa Senators! Thank you to all who purchased tickets and congratulations to our winners.

Submitted By: Melissa Scott, Accounting Clerk, Steele Volkswagen



(L-R): Lizz Nguyen, Jonathan Carter (draw winner), Patty Lawrence



(L-R): Lizz Nguyen, Keith Whittaker (draw winner), Patty Lawrence



Subaru of Charlottetown Supports Local Food Bank

In November, Subaru of Charlottetown filled a Subaru Impreza with food for their local food bank. Thank you to all the staff and customers for donating and helping support the community of Charlottetown.

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



(L-R): Thanh Son Co, Jennifer Bailey, Tom Mai, Brittany Shea, Richard Wills, Mike, Samreen Zaki, Andrew Karpov, Patsy Tremblett, Sandra Smith, Mike Rowledge, Lucy Benoit, Nathan LeClair, Nathan Johnson, Rebecca Floyd

Discover Kia Supports Gifts From the Heart Inc.

Discover Kia collected toys in support of Gifts From the Heart's Project Love again this year. Discover Kia is proud to support this non-profit to help Islanders in need this holiday season.

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



Light The Night 2023

Cheers to the most successful Light the Night in Halifax's history!

Thanks to everyone's efforts and fundraising, the LLSC will be naming a research grant in honour of the Steele Auto Group.

The LLSC will also be able to continue to fund groundbreaking research that will make advances in not only blood cancer treatment but also treatments of other cancers. Thanks to you, we can continue to offer support programs to blood cancer patients and their families to help guide them through this journey.

Submitted By: Matt Wilneff, General Manager, Steele Subaru



STAY CONNECTED:



INVESTING IN OUR COMMUNITY

Kicking Off the Holiday Season

Steele Auto Group was proud to once again be supporting the Mental Health Foundation of Nova Scotia as the grand prize raffle sponsor for this year's Evergreen Gala.

It was a great event as always and so incredibly fantastic seeing the community come out in numbers to support this amazing organization that provides much-needed support to so many. This was a perfect kick-off to the holiday season with the feeling of community and giving. Congratulations to the winners.

Submitted By: Janice Kehoe, Executive Assistant, Head Office



STAY CONNECTED:



Halloween Trunk or Treat

During the Halloween season, Steele Auto Group demonstrated its commitment to supporting local initiatives by generously donating to the local "Trunk or Treat" event, organized by the Boys and Girls Club in Dartmouth, NS. This gathering provided a secure and inclusive space for children to celebrate Halloween, complete with creatively decorated vehicle trunks showcasing spooky themes. Thanks partly to Steele's contribution, the event was a resounding success - with over 350 children in attendance - and brought joy to the community's young children.

Submitted By: Brynley Horsfield, HR Generalist, Head Office



Experience Hyundai Supports Elementary School

Experience Hyundai proudly supports the Prince Street Elementary School with a donation in support of families in need of help during the holiday season.

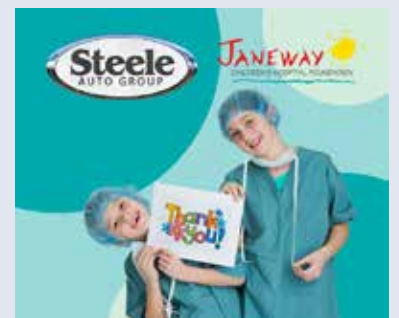
Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai

IWK - A Buck a Pay

Thank you to all the Steele Auto Group employees who participated in the IWK a Buck a Pay Campaign, you've helped raise \$21,782.60! That amount was matched by the Donations and Sponsorship Committee for a total of \$43,565.20! These funds will go to the IWK Foundation and the Janeway Children's Hospital Foundation.

Many of us have had to use the services of these incredible facilities often under stressful circumstances. We could not be more proud to be partnered with these organizations. Sign-up is simple, the cost is low, and the impact is high. Reach out to your controller for more information on signing up.

Submitted By: Janice Kehoe, Executive Assistant, Head Office



INVESTING IN OUR COMMUNITY

Stu Sells Curling Tournament

Some great matchups and great curling this year at the Stu Sells 1824 Halifax Classic, as world-class curlers hit the Halifax Curling Club ice for the Neon Train women's event and Steele Subaru men's event!

The Stu Sells 1824 Halifax Classic is presented by Steele Subaru.

The Halifax Curling Club is one of the oldest curling clubs in the world founded in 1824!

Submitted By: Matt Wilneff, General Manager, Steele Subaru



Adam Prosser presents the men's group award



Bingo For Kids

Each year Steele Chevrolet GMC Luling supports the Guadalupe County Children's Advocacy Center during their annual Purse Bingo event. All proceeds benefit children and is used to be advocates during legal actions and proceedings of domestic violence. They give every child a voice! This year the women of the dealership and manager spouses joined over 800 others to raise money for a great cause.



Submitted By: Pam Lenz, Controller, Luling Chevrolet

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

OUR PEOPLE

Subaru of Charlottetown Supports PEI Marathon

Subaru of Charlottetown sponsors the PEI Marathon and joins in the fun with a Subaru team! Congratulations to employees, Emily, Sohrab and Tom, for completing the marathon.

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



(L-R): Tom Mai, Emily Le & Sohrab Islan



Emily Le & Sohrab Islan

STAY CONNECTED:



Hoofprints and Heartstrings

Russell Henderson, Sales Consultant at Steele Chevrolet Saint John, recently released his debut book, and it's making quite a splash!

Published by Retromedia.ca, Russell's book has quickly become one of the top sellers in Atlantic Canada for a first-time author.

The book has already garnered attention from major newspapers, and the buzz continued throughout the holiday season. Russell is scheduled for interviews on various media outlets, including an appearance on CBC Radio in Saint John.

Let's all support Russell's accomplishment by picking up a copy at a bookstore near you.

Submitted By: Russell Henderson, Sales Consultant, Steele Chevrolet Saint John



Amber Nicholson & Russell Henderson



Halloween Costume Contest at ECI

Halloween is taken pretty seriously at ECI to say the least! Thanks again to everyone who participated in the annual costume contest, and congrats to all the winners!

First place winner: Jamie Parent as a Creepy Gypsy.

Second place winner: Ian Jones as Shrek.

Submitted By: Tania Arsenaault, Marketing Manager, East Coast International Moncton



Jamie Parent



Ian Jones

OUR PEOPLE

36 Years in Automotive!

VW Canada challenged the dealers to re-create "vintage" photos from the past to celebrate the launch of the new 2024 Atlas and Cross Sport - and we knew exactly where to go! Art Frazuel has worked in the automotive industry for over 36 years, all with the VW brand. Join us in congratulating Art on 36 years! He hasn't aged a bit!

Submitted By: Peter Kendall, General Manager, Bridgewater Volkswagen



Art Frazuel & Ted Mumford (1987)



Art Frazuel & Tyler Wile (2023)

Welcome to the World, London!

A HUGE CONGRATULATIONS to Erica Huntley and her husband Kerry on the arrival of their first child - a beautiful, healthy baby boy! London was born on December 15th at 8:57am and weighed in at 7 lbs and 5 ounces. The Colonial Honda team sends our love to Erica and her happy little family.

Submitted By: Jay Murphy, Sales Manager, Colonial Honda



Hyundai Customer Experience Award Winners

Congratulations to Gander Hyundai's Service Advisors Shane & Melanie on achieving Customer Experience Excellence awards from Hyundai Canada for the second year in a row!

They were presented with their awards last month at a recognition gala hosted by Hyundai Canada in Niagara Falls!

Certainly earned and well deserved!

Submitted By: Dylan Granter, Sales Manager, Gander Hyundai



Shane Moyles & Melanie Noseworthy

Subaru of Charlottetown Celebrates Employee Certifications

Congratulations to Subaru of Charlottetown's Finance Manager, Matt Mullen, on receiving his First Canadian Certificate today, presented by First Canadian Financial Group! Great job, Matt! We are so proud of all your hard work in completing this certificate.

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



Matt Mullen & Shannon Fougere

Atlantic Top Performer Award

Congratulations to the Sales Team for winning the Top Performer award for the months of August and October in the Hyundai Atlantic Zone.

From left to right:

David Brown (Salesperson), Monica Drover (F&I Manager) and Bradley Turner (Salesperson)

David also achieved top 3 sales in October and he is top 4 YTD in Atlantic Zone.

Great job!

Submitted By: Maryanne Yetman, New Vehicle Sales Manager, Parkway Hyundai



(L-R): David Brown (Salesperson), Monica Drover (F&I Manager) and Bradley Turner (Salesperson)

STAY CONNECTED:



DEALERSHIP NEWS

Take Our Kids to Work Day!

We had the pleasure of welcoming 5 students to our workplace this year. Here's a photo of our group in PEI with their student Aiden Hinze.

Submitted By: Tania Arsenault, Marketing Manager, East Coast International Charlottetown



(L-R): Ross Morrell, Jason Cornish, Aiden Hinze, Chris Hughes, Andrew Hinze & Michael Roberts

Volks Folks Highlight

Steele Volkswagen has been highlighting staff on social media, using their new 'Meet the Volks Folks' platform. This includes their people and parts mover, appropriately named 'Herbie'!

Submitted By: Corey Mosher, Parts Manager, Steele Volkswagen



Kilted Chef at Subaru of Moncton

Despite the damp and blustery weather leading up to Christmas, we were delighted to once again host The Kilted Chef, Alain Bossé. The weather conditions didn't deter anyone, as people were eager to enjoy Chef's incredible seafood chowder, warming both their bellies and spirits. Visitors also played a part in supporting our Fill Up a Forester toy drive. Their participation added to the festive atmosphere and contributed to the success of our charitable initiative.

Submitted By: Krista Delaney, Marketing Specialist, Subaru of Moncton



The Kilted Chef, Alain Bossé, and General Manager (aka The Outback Man Grill), Bob Withers



The Kilted Chef & Marc-André Gauthier, Service Technician at Land Rover Moncton

Atlantic Customer Excellence Award

We are incredibly proud of our sales & service teams for winning the coveted Hyundai Atlantic Customer Excellence Award for December.

Shout out to the team at Hyundai Canada for dropping by to present the award to our sales & service teams.

Submitted By: Mike Currie, General Manager, Steele Hyundai



Steele Volkswagen Participates in High School Work Program

Steele Volkswagen is proud to participate with two local high schools, providing a work term placement for two students. The program helps the students have a broader understanding of the auto industry and the opportunities the Steele Auto Group has to offer.

Submitted By: Ashley Veniot, Used Car Sales Manager, Steele Volkswagen



STAY CONNECTED:



DEALERSHIP NEWS

Steele Volkswagen Grand Reopening

After 424 days of sharing space with our friends next door at Your Way Auto, the Steele Volkswagen family officially moved into our newly renovated dealership on August 9, 2023. On November 20, we rolled out the red carpet to show off our beautiful new facility.

Several members of the Volkswagen Canada Executive Management team were in attendance, and the festivities were elevated by the music of Morrissey Dunn and topped off with a speech and toast from our General Manager, Patty Lawrence.

A heartfelt thank you to Ashley Veniot and Melissa Scott for planning the event, which by all counts was a resounding success. And thank you to Patty Lawrence for his impeccable leadership during the renovation process and to our Steele Volkswagen team for working through the pain to now reap the benefits of our wonderful new dealership.

Here's to a wonderful 2024 in our new facility!

Submitted By: Patty Lawrence, General Manager, & Julie Guy, Marketing Specialist, Steele Volkswagen



Patrick Lawrence, General Manager



(L-R): Morgan Hynes, Mr. & Mrs. Jonathan Hoskins

Steele Hyundai Joins Hyundai Canada's Partnership with Turo

Hyundai Canada has launched a program to allow customers to try before they buy an electric vehicle.

Steele Hyundai is one of two locations selected to pilot the program in Atlantic Canada.

It allows potential EV customers to rent an EV for 2 - 5 days before committing to an order.

The platform used is Turo (a worldwide rental website, like Air BNB for vehicles).

The program not only allows potential customers to try an EV but also provides a loyalty incentive if they choose to order one (which more than covers the cost of the rental).

Canadian Research By Leger has shown that people would be more comfortable buying an electric vehicle if they had the opportunity to drive one for a few days/weeks before deciding to purchase.

Public perception of Hyundai as an EV producer is very low, However, in reality, Hyundai is second in EV sales only to Tesla.

We are excited to be part of this program!

Submitted By: Mike Currie, General Manager, Steele Hyundai



Two of the vehicles offered for rent on the Turo platform

Bear - Steele Volkswagen's Own Reindeer

Bear, Steele Volkswagen's resident parts department parts box Retriever, was in the Christmas spirit and ready to pull Santa's sleigh! Move over Rudolph, Bear can take it from here!

Submitted By: Corey Mosher, Parts Manager, Steele Volkswagen



Bear is the furbaby of Bria MacDougall in the Parts Department

DEALERSHIP NEWS

Steele Volkswagen is Growing

Steele Volkswagen is excited to announce 3 new team members!

Matt Inglis - Red Seal Technician

Mike Hart - Business Manager

Arjun Ravi - Detailer

Submitted By: Brittany Delaney, Receptionist, Steele Volkswagen



Matt Inglis
Red Seal Technician



Mike Hart
Business Manager



Arjun Ravi
Detailer

Steele Used Car Cup

Despite a late start, triumph awaited as he clinched the coveted trophy this month. Emerging as the victor in the 2nd Annual Steele Used Car Days Cup is none other than Steele Hyundai! They achieved an impressive feat by selling 29 used vehicles in just three days, surpassing 46% of their June sales target.

Submitted By: Fabricio Santos, Used Car Manager, Steele Hyundai



Fabricio Santos



(L-R): Matt, Kevin, Mike, Mesh, Fabricio, Craig, Alex, Curt & Josh

Dartmouth Fab Shop

For those of you know don't know, our Dartmouth location includes a certified National Safety Mark Fabrication shop.

Our team is equipped to fabricate, install, and certify truck bodies, dump boxes, and other type of equipment on a chassis.

The same team takes care of our DEVELON equipment maintenance.

Submitted By: Tania Arsenaault, Marketing Manager, East Coast International Dartmouth



(L-R): Adam Saunders, James Woodworth, Jody Henley & Doug Barkhouse

The Dartmouth Model Railway Club

Steele Volkswagen hosted the Dartmouth Model Railway club for one week, leading up to Christmas. The club set up their 30ft model train layout for kids of all ages to enjoy! It was a big hit with staff and customers!.

Submitted By: Shelby Davies, Receptionist, Steele Volkswagen



STAY CONNECTED:



DEALERSHIP NEWS

Steele Volkswagen's Elf on a Shelf

Steele Volkswagen had its very own 'Elf on a Shelf' during the month of December! The 'Elfis Twinklitoes' social media campaign was a huge success, highlighting the daily shenanigans of the Elf!

... And the mystery as to 'who' the elf is continues!

Submitted By: Ashley Veniot, Used Car Sales Manager, Steele Volkswagen



Audi Halifax Celebrates the Future

Audi enthusiasts and EV lovers gathered in November for an electrifying Customer Appreciation Event that we are still buzzing about! It was an evening where innovation met fun, and we can't thank our clients enough for being a part of it.

Submitted By: Danny Brownrigg, General Manager, Audi Halifax



Steele Recreation - Bridgewater's New Powersports Playground

We proudly announce the grand opening of our brand-new powersports dealership Steele Recreation! After many hours of hard work by a vast team, the new Steele Recreation building is a space designed for powersports enthusiasts by powersports enthusiasts.

What to Expect:

Brands: Polaris, Honda & Ducati plus the latest tech in scooters, mobility and e-Bikes!

Service: Our expert technicians are geared up to ensure peak performance.

Parts: Our Parts Department is organized and ready with any part needed.

Merch: Offering a vast array of gear to complement style and enhance the riding experience.

Why It Matters:

The expansion isn't just about selling; it's about fostering a community of passionate riders within the South Shore and beyond. Steele Recreation is a testament to our commitment in innovation, excitement, and embracing the adventurous spirit.

Steele Recreation: Adventure Awaits!

Submitted By: Joel Buchanan, Marketing Specialist, Steele Recreation



STAY CONNECTED:



DEALERSHIP NEWS

Construction Projects

The last few months in 2023 were very busy on the construction side of the house.

Volvo of Halifax's new building is well underway now. All panels are erected and steel work is complete. We are expecting to start installing glass in the next couple of weeks and hope to be weather-tight before winter kicks in...and it will.

Saint John Nissan renovation is all but complete aside from a few small details being ironed out.

The Kyle Hyundai remodel project is 80% complete and on track for an early spring completion.

We are about halfway through an extensive reimagining and expansion project at Volkswagen of Waco.

The NRCAN Electrification Project continues as we navigate the many nuances of vehicle electrification. 2024 promises to be very busy in this regard as we work to meet manufacturer requirements and be ready as the demand for EVs increases.

Submitted By: Glendon Macburnie, Project Manager, Head Office



New Home of Volvo Cars Halifax

The new home of Volvo Cars Halifax is coming together rapidly. A lot has happened in November with Glendon, Mike and the team working hard to secure necessary permits, supplies and contractors.

This month we put the walls up, had power connected to the site and installed the structural steel that will support the showroom glass and the roof.

Volvo Cars Halifax will set the benchmark in Atlantic Canada as the most energy-efficient car dealership in the region. If all goes to plan, we should be settling into the new place by May.

Submitted By: Benjie Young, General Manager, Volvo of Halifax



Great Team Effort - Discover Kia

Discover Kia awards its best performers in the sales department. Each salesperson receives a recognition plaque for their efforts during the year (improvements on performance vs the previous year) but the dealership has also improved its online presence with more videos, car specials and interactions from the public.

Jefferson Iza, Pre-owned Sales Manager, holds a plaque for second place among 55 stores in the group from the Used Car Cup in 2023. A great achievement done with team effort!

Submitted By: Jefferson Iza, Pre-owned Sales Manager, Discover Kia



(L-R): Paul MacLeod (Top sales performer), Mickaela MacDonald (Better CSI), Jefferson Iza (Top 2 in the Atlantic), John MacGuigan (Most effective salesman incoming trades)

Halloween at Gander Kia

The team was in great spirits as they provided all Treats no Tricks here at Gander Kia as we celebrated Halloween 2023!

Submitted By: Gaye Philpott, Service Manager, Gander Kia



(L-R): Ryan Anstey, Amy Carew, Tracey Rowsell, Ross Baggs, Jennifer McCormack, Gaye Philpott & Kim McKenna

DEALERSHIP NEWS

County Mazda & Anchor Toyota Celebrate Work Anniversaries

Photo not available

Stephen Farrell
County Mazda
Master Technician
35 Years



Brendan Irvin
County Mazda
Parts Manager
5 Years



Allan Woods
Anchor Toyota
Master Technician/Shop Foreman
35 Years



Andrew Chaisson
Anchor Toyota
Master Technician
24 Years



Stephen Stewart
Anchor Toyota
Technician
37 Years



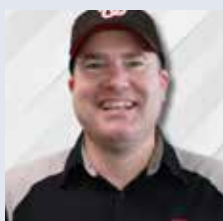
Ed Rundle
Anchor Toyota
Technician
19 Years



Greg Murray
Anchor Toyota
Parts Manager
36 Years



Dena MacDonald
Anchor Toyota
Reception
10 Years



Scott Higgins
Anchor Toyota
Detailer
20 Years

14 Submitted By: Adam Hingley, Controller, Anchor Toyota

Steele Volkswagen Pulling Out all the Stops for Christmas

Steele Volkswagen holds the 2023 'unofficial' largest real Christmas tree record for the Steele Auto Group! This gorgeous 35-year-old, 17-foot-tall tree came from New Germany, N.S. and was the focal point of the brand-new Steele Volkswagen showroom during the month of December!

Submitted By: Patty Lawrence, General Manager, Steele Volkswagen



AutoTrader Best Priced Dealer Award

The AutoTrader Best Priced Dealer Award shines a spotlight on the country's top dealerships for their commitment to consistently offering transparent pricing and great value for Canadian car shoppers.

We're pleased to announce that Gander Kia was chosen to receive this award for 2023. Congratulations to the Gander Kia Sales team.

Gander Kia works hard to offer our customers fair prices and deals on our used vehicles. We are 1 of 8 dealerships in Newfoundland to accept this award.

Submitted By: Gaye Philpott, Service Manager, Gander Kia



(L-R): Gill Slaney - F&I Manager, Tracey Rowsell - Receptionist, Amy Carew - Sales, Zachary Rogers - Sales

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

MILESTONE ANNIVERSARIES

20 Years

Matthew Wilneff - General Manager, Steele Subaru
Dave Mahoney - Director of Technical Operations, Steele Auto Group
Rob Murray - Service Manager, Steele Volkswagen
Kenneth Myers - Collision Shop Estimator, Steele Collision Portland
Scott Baker - Technician, Colonial Honda
Laurie Custance - Service Manager, Steele Mitsubishi
Kyle Goulette - Service Manager, Subaru of Moncton
Gareth Kerr - F & I Manager, Porsche
Wayne Flynn - Parts Inv. Controller, Steele Chevrolet
Ron Boonstra - Technician, Halifax Chrysler

Jonathan Cole - P.Office Manager, Bridgewater Honda
Blair Whiteway - Technician, Gander Hyundai
Samuel Randell - Technician, Steele Hyundai GFW
Carl Spencer - Technician, Steele Mazda
Thomas White - New Sales Manager, Steele Honda
Jeremy White - Service Assistant Manager, Gander Toyota
Gregory Higgins - Detailer, Anchor Toyota
Louis LeBlanc - Dealer Trade Driver, Atlantic Mazda
Douglas King - Detailer, Steele St. John's Chrysler
Scott Higgins - Detailer, Anchor Toyota

25 Years

Natalie Meretsky - VP Operations, Steele Auto Group
Timothy Peacock - VP Operations, Steele Auto Group
Paul O'Brien - Sales Consultant, City Chrysler
Dwight Stafford - Technician, South Shore Liverpool
Terry Walker - Detailer, South Shore Liverpool
Cross, Timothy Technician Bridgewater Honda
Mark Crawford - Technician, Colonial Honda
Bill Sampson - Service Advisor, Steele Chevrolet

Tanya Kinnear - Service Advisor, Tantramar Chevrolet
Mark Snow - Shop Foreman, Gander Toyota
Rick Dalton - Fundy Motors, Technician
William Brennan - Sales Consultant, Humber Stephenville
Dwayne McInnis - Technician, Humber Stephenville
Greg Hodder - Technician, Steele Chrysler Burin
Debbie Hudson - Office Manager, Steele St. John's Chrysler

30 Years

Dale Griffith - Sales Consultant, Steele Chrysler
James Fraser - Technician, Steele Chrysler
Michael O'Reilly - Parts Manager, City Chrysler
Darrell Clark - Service Dispatch, Colonial Honda
Wayne Butt - Technician, Steele Honda
William Purcell - Used Sales Manager, Steele St. John's Chrysler

35 Years

Rhonda Batt - CCC Rep, SAG CCC
Alan Teal - Technician, Steele Ford Lincoln
Mike Mosher - Technician, Steele Ford Lincoln
Richard Sweeney - F&I Manager, Colonial Honda
Daniel Mosher - Technician, Steele Chevrolet
Roger Guy - Service Advisor, Steele Mazda St. John's
Michel Thibodeau - Shop Foreman, Atlantic Mazda
Sandy Moulton - Manager, Steele Chry Burin
Steven Farrell - Master Technician, County Mazda
Allan Woods - Master Technician/Shop Foreman, Anchor Toyota

40 Years

James Hughes - Collision Tech, Fixed Auto Halifax
Todd Jarvis - Collision Tech, Fixed Auto Halifax
John Bartlett-Visser - Technician, Steele Chevrolet
Brian Faulkenham - Technician, South Shore GM

45 Years

Daniel MacLaughlin - Technician, Steele Chevrolet
Sacha Paris - Parts Manager, King Mazda Limited

SAFETY

This Winter, Put a Freeze on Slips, Trips and Falls

This winter, put a freeze on slips, trips, and falls. During the winter months, injuries due to slips, trips, and falls increase in the workplace. Our records show that your workplace was impacted by these types of injuries in 2023.

Let's make it our business to prevent slips, trips, and falls in their workplaces- and the impacts they can have on workers and their families.

Especially important at this time of year is watching for snow and ice build-up and slippery snowmelt in doorways and other high-traffic areas around your workplace.

It's easy, and it makes a big difference

- Slips, trips, and falls are the second most common injury event
- The average cost of benefits for time-loss claims due to slips, trips, or falls is \$7,807.87
- On average, each slip, trip, or fall injury results in 74 days lost from work

Submitted By: Rob Ward, Health And Safety Manager, Head Office



HAVE SOMETHING TO CONTRIBUTE?

We'd love to hear about it!



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

steeleauto.com/newsletter

...AND IN OTHER NEWS

Cyber Security Awareness Month

During the month of October, our Information Technology & Security department hosted a month-long campaign for Cyber Security Awareness Month. The campaign included additional training for all staff related to Cybersecurity best practices as well as privacy and fraud prevention. Staff from all locations also participated in a quiz contest to further exercise their knowledge of these topics.

Congratulations to our winners!

- Tom White, Steele Honda
- Kisha Laron, Acura of Moncton
- Michael Kelly, ECI Millbrook
- Amy Van Malsen, Fredericton Hyundai
- Benjie Young, Volvo of Halifax
- Paul Macleod, Discover Kia
- Johnny Gonzales, Luling Chevrolet
- Rodney Wasicuna, ECI Dartmouth
- Emma Tasic, Steele Mazda
- Erin Petley, ECI Moncton
- Aaliyah Rodriguez, Round Rock GMC

Submitted By: Jennifer Hutton, VP Information Technology & Security, Head Office



Michael Kelly, ECI Millbrook



Benjie Young, Halifax Volvo



(L-R): Yi Yang, Emma Tasic, Gerard Hatigan, Steele Mazda & Jennifer Hutton, VP Information Technology & Security

From My Side of the Video Cart

Otto and I were chatting the other day and we wanted to share this little story from the Video Cart about gratitude.

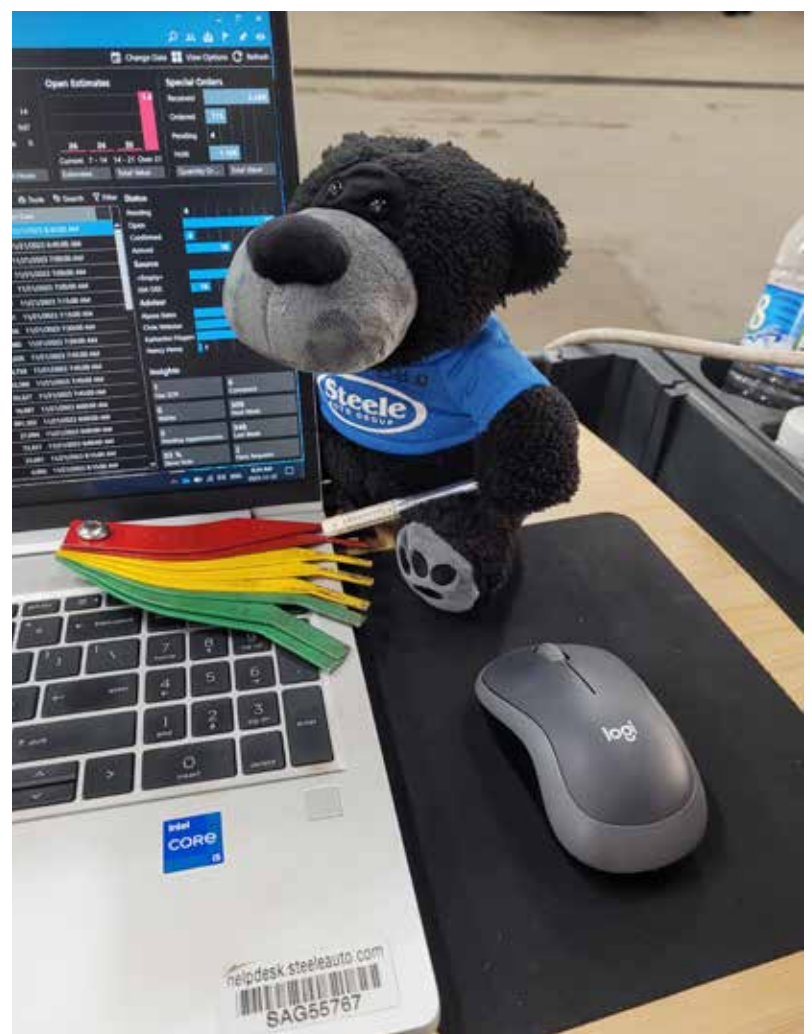
An elderly lady came to Steele Chevrolet to have her tires swapped on a day it snowed. When she left, she was very nervous about driving home. I assured her that the roads were safe as was her vehicle.

A little while after she left, I decided to call her to check on her. She had indeed arrived home safely, and she said, "I want you to know that all the men and women at your shop are the absolute best. You are all kind, and thoughtful, and I know you do your best for each of your customers. You will always have my business and I will recommend you to all of my friends and family. Thank you for your consideration and concern." This is what a culture of gratitude can inspire in our customers and our workplaces.

Video services are an integral part of our ongoing commitment to transparency and superior customer service. When I tell people what I do every day I usually get this reaction, "Huh... that's interesting. I've never had one of those before."

After every video, my colleagues and I thank the techs and they thank us. With the new changes to Dealboxx, videographers are taking a more customer-facing role, and I often hear expressions of gratitude from our customers. Otto hopes you will thank your coworkers today and build a culture of gratitude for a more pleasant working environment.

Submitted By: Elliott Siteman, Videographer, Steele Chevrolet



...AND IN OTHER NEWS

Health & Wellness News - Personal Financial Fitness

With the start of 2024 at hand, many are engaged in contemplation – internally or openly – discussing resolutions and plans to embark on the new year. These aspirations range from returning to the gym and reconnecting with friends and family to committing to reading more books.

While these pursuits are undoubtedly commendable, enhancing your Financial Wellness is another crucial focus for the new year.

Nevertheless, a common obstacle in making these plans a reality can be anxiety caused by your financial circumstances. Overcoming this is the first and most important step in attaining Financial Wellness.

Instead of fearing anxiety when discussing your finances, welcome it as a partner who is there looking after the areas of concern you have and your self-reflection. Anxiety is an inherent human trait designed to ensure your well-being. After addressing any financial anxiety, a key stride in Financial Wellness involves understanding your position in your life plans:

- Are you at the early stages of your career?
- Are you tackling credit card debt?
- Are you exploring investment opportunities?
- Are you contemplating a significant purchase or vacation?
- Are retirement plans starting to surface?
- Is homeownership on the horizon?

Each of these life milestones, among others, holds equal importance and necessitates individualized and strategic handling. Once you've identified your position, understanding your actual needs is paramount. Common needs include:

- **Debt Reduction:** Tackle existing debt systematically. If you owe multiple credit cards, figure out which is the highest owed and has the highest interest rate. Or, working with a bank for a consolidation loan to put your debit in one payment may be the best route.
- **Emergency Fund:** You will hear different answers to this, but based on today's economy, saving up to six (6) months' worth of living expenses is invaluable. A Tax-Free Spending Account (TFSA) or a regular Savings Account with your bank can help.

- **Retirement:** At Steele, all eligible employees are enrolled in a Retirement Plan (RSP), but you are also able to set up RSP deductions with your bank. Conversely, if you are approaching retirement age, maybe you want to lower the risk level of your Steele RSPs.

- **Investments / Savings:** There are many ways to invest: stocks, mutual funds, GICs, etc., and each of these can be more or less hands-on – depending on your preference and financial literacy. Contacting a Financial Planner could help you find the best option for you.

After this, you need to create and implement your plan. This could be done by reducing your monthly spending amount – and creating a spending tracker to keep in budget. To deciding on an achievable goal to save or giving up a luxury and adding that amount to your savings instead.

Review of the steps to Financial Wellness:

1. Begin with a mental framework of realistic planning and goals.
2. Understand the origin of your anxiety with your finances and how it can help.
3. Discover and realize the next step in your financial and personal journey. This could be welcoming a child or considering adoption, etc.
4. Uncover the necessary targets. This could be debt reduction, investment education, emergency funds, etc.
5. Begin your plan to reach these targets - with a realistic timeframe and ways to achieve them. For example, forgoing a regular Tim Hortons run and putting that money aside.
6. Consistently review your circumstances. This could be adjusting the amount being invested, the level of risk to your RSP, or which debt to focus on.

Note, this is not meant as direct financial advice and is a guide on how to approach Financial Well-Being. For specifics in your personal financial situation, I encourage you to seek a qualified financial planner or advisor.

Good luck with your 2024 financial journey!

Submitted By: Brynley Horsfield, HR Generalist, Head Office



...AND IN OTHER NEWS

Get Smart in 2024

Get S.M.A.R.T. in 2024

We're several weeks into the new year, and if your resolutions have already taken a detour, fret not - you're not alone. Many resolutions falter not because of a lack of willpower but due to the nature of the goals we set.

- "Should" vs "Want" - If it does not resonate with you and your desire to change, you will lack the motivation needed for lasting change
- Unrealistic Goals or trying to do too much too quickly. Ambitious goals and an "all-or-nothing" approach can feel overwhelming and unattainable
- Absence of Planning. Without a roadmap, it is challenging to navigate the journey to success

Our aspirations often lose momentum for various reasons, but understanding the core factors can help reignite that spark and set us on the right path.

Let's get **S.M.A.R.T.** - a roadmap designed to empower you to turn ambitions into achievements:

Specific: What will you achieve? What will you do?

Measurable: What data will you use to decide whether you've met the goal?

Achievable: Are you sure you can do this? Do you have the right skills and resources?

Relevant: Does the goal align with your desires and values? How will the result matter?

Time-bound: What is the deadline for accomplishing the goal?

Tips to Cruise Towards Success

- **Prioritize Your Goals:** Focus on a few key objectives at a time. This allows for better concentration and dedication
- **Break it Down:** Divide larger goals into smaller, actionable steps. This makes the journey less daunting and more achievable.
- **Plan Strategically:** Develop a roadmap outlining how you'll reach your goals. A clear plan helps maintain focus and direction.
- **Stay Accountable:** Share your goals with someone you trust or use tools like journals or apps to track progress and hold yourself accountable.
- **Celebrate Milestones:** Acknowledge and celebrate each step forward. It fuels motivation and encourages continued progress.

Your Journey Starts Now!

Don't let your aspirations take a backseat any longer! Embrace the SMART approach, revitalize your goals, and take charge of your destiny.

Remember, success isn't just about the destination; it's about the journey. Stay resilient, adapt as needed, and enjoy the ride towards achieving your dreams.

Get behind the wheel and drive your aspirations to greatness! Happy motoring!

Looking for more support or for more tips, follow me on Instagram



Submitted By: Sheri Vautour, Financial Services Manager, Steele Chevrolet

DEI at Steele Auto Group

As we gear up for a new year filled with exciting initiatives, we want to share a brief update on our Diversity, Equity, and Inclusion (DEI) journey here at Steele Auto Group. Additionally, we'd like to remind everyone of the valuable tools and resources available to Steele Auto employees in relation to DEI.

In 2020, Steele proudly became a founding member of the DEI Champions Council for Retail Automotive, hosted by CADIA (Center for Automotive Diversity, Inclusion, and Advancement). This esteemed council serves as a platform for the open exchange of information and best practices surrounding diversity, equity, and inclusion within automotive retail organizations. This affiliation grants us access to a wealth of tools and resources, fostering learning and initiating meaningful conversations around DEI. Explore further at <https://www.cadia.org/dei-champions-council-for-retail-automotive/>

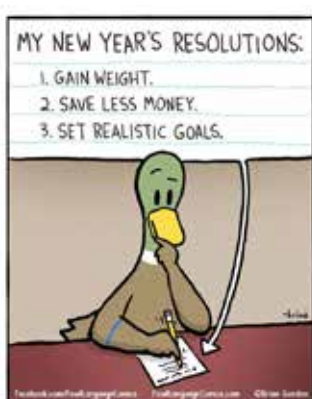
Fast forward to 2022, Steele solidified its commitment by becoming an employer partner with the Canadian Centre for Diversity and Inclusion (CCDI). CCDI, a progressive organization, offers guidance, research, and education while actively promoting discussions on diversity and inclusion in our workplaces. Through this partnership, we gain access to a range of benefits, including a monthly newsletter (Diversity Inc), a knowledge repository, and monthly webinars. Signing up is simple! Visit the following link: Knowledge Repository | Centre des compétences (ccdi.ca) and log in with your @steeleauto.com email address.

Looking ahead to 2024, we are excited to announce the formation of a DEI Council/Committee. Comprised of representation from across the group, this committee's mandate will be to review our actions to date and provide insights and direction for future opportunities to learn and grow. Our primary focus will be on making DEI training and education accessible to everyone.

If you're interested in participating in this committee, please reach out to dei@steeleauto.com for more information.

Let's continue working together to foster an inclusive and diverse culture at Steele Auto Group!

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





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:

