



Q4
2025



The Quarter Panel

Steele Auto Group's Vision & Values



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OUR VISION

Everything we do is driven by you.

OUR VALUES

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

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

CUSTOMERS: We believe in doing the right thing, with integrity and transparency. We are committed to excellence and delivering the best customer experience every day.

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 to the communities where we live and work. We believe in driving impactful change through investing in sustainability and partnering with community focused organizations supporting mental health, sick children, and families in crisis.

EVERYTHING WE DO IS DRIVEN BY YOU



A Message from the President

As we look back at 2025 and begin our journey in 2026, I'm incredibly proud of the momentum and unity across the Steele Auto Group. This newsletter showcases what defines us — talented teams, exceptional customer experiences, and a deep commitment to our communities.

From milestone achievements and national recognitions to dealership successes across Atlantic Canada and the U.S., your dedication continues to raise the bar. What inspires me most is the incredible talent across our organization — people who step up, innovate, collaborate, and make a meaningful difference every day.

Thank you for embracing growth, living our values, and bringing pride and purpose to the Steele name. As we navigate 2026, we remain focused on employee experience by investing in our teams, delivering exceptional customer experiences and strengthening the culture that sets us apart.

Our greatest strength has always been our people. I'm excited for all we will achieve together in the year ahead.

Kim Day, President & COO

STAY CONNECTED:



INVESTING IN OUR COMMUNITY

More Than Cars, Building Community

At our dealership, it's the people who make the difference.

Our Christmas dinner brought the team together in a festive and high-energy atmosphere, with live rock music performed by our very own Chris Fawcett and his rock band Roxy Crue, adding an extra spark to the celebration! They put on an awesome show, we loved watching Chris shred his guitars, and we were impressed by the talent and fun that Roxy Crue brought to the party. Be sure to check out Roxy Crue on Facebook to see the venues they'll be playing at, as they have a number of shows lined up for 2026, and bring a rockin' time to any party!

Separately, we were proud to give back to the community by supporting the Peter McKee Food Bank. We were joined by Mercedes-Benz Moncton, Acura of Moncton, Land Rover Moncton, and Subaru of Moncton. Together as a team, we were able to collect lots of groceries to give back to our community to help bring food and goods for those in need! Pictured here with Mercedes' GM Anthony Stundon, he drove the goods down in their EV Sprinter van with Mazda's GM Sam Davidson to help unload. This highlights the strong collaboration within the Steele team in Moncton!

To round it out, Atlantic Mazda was proud to sponsor Freedom Coffee as their Mazda Local Legend. This year, Atlantic Mazda was proud to sponsor Noah Wiebe and his local non-profit Freedom Coffee. Their mission is to combat human trafficking in Greater Moncton, our province, and beyond. They do this by raising awareness, generating support for frontline organizations, and developing support programs for victims and at-risk individuals. We saw great alignment with Freedom Coffee and their values, especially for what they are doing for at-risk youth in our community. We, as a team, were glad to provide Freedom Coffee with a cheque for \$2,500 to help fund their initiatives and help drive a positive impact in our community. More can be found out about Noah and Freedom Coffee's mission at freedomcoffee.ca.

We wish to thank everyone who was able to make all these amazing things happen!

Submitted By: Sam Davidson, General Manager & Manuel Bautista, Warranty Clerk, Atlantic Mazda



Mikel Thebeau & Kelly Mallais



Sam Davidson, General Manager, Atlantic Mazda & Anthony Stundon, General Manager, Mercedes-Benz Moncton

Driving Awareness: Subaru Supports Women & Wellness

The incredible women of Subaru of Charlottetown had the honour of attending the 16th Annual Bell Let's Talk Women & Wellness event, hosted by CMHA PEI. As a proud silver sponsor, Subaru of Charlottetown helped support this inspiring evening dedicated to women's mental health, awareness, and education. The event was a meaningful celebration of empowerment, connection, and the importance of prioritizing wellness for women across our community.

Thank you to CMHA PEI for creating such an impactful event. Subaru is proud to be part of the conversation and to help drive awareness for this important cause.

Submitted By: Kristen Diane, Marketing Specialist, Subaru of Charlottetown



(L-R): Samreen Zaki, Jennifer Bailey, Kaitlyn MacKay, Tandra Schopf, Patsy Tremblett and Emily Le

Supporting the Community at the Annual Antler Breakfast

Some of our Moncton staff attended the annual Antler Breakfast, the official kickoff to Greater Moncton's Christmas season. Hosted by the Moncton Progress Club, the event raises funds for a local children's charity - an important cause and long-standing tradition we're proud to support!

Submitted By: Tania Arseneault, Executive Assistant To The VP, ECI Moncton



(L-R): Kim Sobek, Dylan Ward, Calvin Cormier, Shawn Phinney, Wendy Arseneault, Jessica LaVigne

INVESTING IN OUR COMMUNITY

Community is at the Heart of Everything We Do

This year, our annual fundraising initiative supported What Kids Need Moncton, and we were honoured to deliver a large donation of toys to help brighten the holidays for local children. We were grateful to Shell Oil and our outstanding team for their contribution toward making a meaningful impact.

Submitted By: Tania Arsenault, Executive Assistant to the VP, ECI Moncton



Steele Athletic Grounds: A New Chapter for the South Shore

After years of planning, collaboration, and community anticipation, the Steele Athletic Grounds officially opened on October 8th — marking a major milestone for Liverpool Regional High School and the entire South Shore.

Located at 104 College Street in Liverpool, the new facility is now home to the region's only turf field and rubberized track, giving local athletes the kind of high-quality training environment they've never had before. For many, this isn't just a field — it's a symbol of opportunity, growth, and pride.

The grand opening felt like a true community celebration. Students, families, coaches, and supporters gathered under bright fall skies to take in the moment. Special guests Premier Tim Houston, Olympian and hometown hero Sarah Mitton, Queens MLA Kim Masland, and Mayor Scott Christian joined the festivities, each sharing in the excitement of what this investment means for youth in the area.

Seeing Sarah Mitton return to celebrate the opening added an emotional highlight. Her presence reminded everyone just how far hard work, local support, and access to proper facilities can take an athlete, and it was inspiring for the young people in attendance to hear from someone who has risen to the world stage.

As shared in our social post, it was an honour to stand alongside community leaders and witness the ribbon-cutting of a facility built to help students challenge themselves, build confidence, and reach their goals. This project represents more than infrastructure; it reflects Steele Auto Group's continued commitment to supporting healthy, active, and vibrant communities across Nova Scotia.

The Steele Athletic Grounds are officially open, and the story is just beginning — with countless practices, personal bests, and future champions ready to take their first steps on the track.

Submitted By: Noah Wilke, Marketing Specialist, Head Office



(L-R): Premier Tim Houston, South Shore Chevrolet GM, Mike Cannon, Local Olympian, Sarah Mitton



Pet Adoption Held in Gonzales TX

On Saturday, November 15th, something a little unexpected - and a whole lot heartwarming - rolled into the local Steele Chrysler Dodge Jeep Ram dealership in Gonzales, Texas. Between shiny trucks and freshly washed sedans, wagging tails replaced spinning tires as the dealership partnered with a local rescue to host a pet adoption event that brought the community together in the best possible way.

By the end of the afternoon, several pets had found new homes - complete with adoption paperwork, celebratory photos, and promises of long walks and full food bowls. For the animals still waiting, the day brought something just as important: visibility, love, and a reminder that Gonzales shows up when it counts.

Please join us to congratulate our teammates Lauren Miller and Melinda Garza, of Steele CJDR of Gonzales, and their new family additions.

Submitted By: Jason Pierce, General Manager, Steele Chrysler Jeep Dodge RAM Gonzales



INVESTING IN OUR COMMUNITY

Mazda Legends at County Mazda

Since 2021, Mazda Canada and its Retailers have contributed more than \$2.5 million to support communities across the country. In 2025, Mazda Retailers continued this commitment by recognizing Mazda Legends - individuals and organizations who embody the Mazda spirit through meaningful community impact. This year's program places special emphasis on empowering underserved youth and supporting community members in need, strengthening our collective impact nationwide.

Selecting just one Legend this year proved impossible - our community's impact spoke volumes. For 2025, County Mazda is proud to recognize five outstanding organizations that consistently go above and beyond to support those who need it most:

- Pictou West Food Bank
- Pictou County Food Bank East
- Northern Region Respite Services
- Helping Hands Pantry
- Tearmann Society

We are honoured to celebrate each of these organizations as County Mazda's 2025 Mazda Legends and to support the vital work they do in our community.

Submitted By: Hope Young, Marketing Specialist, County Mazda



Connecting With the Heart of New Brunswick's Outdoors

What a weekend! Steele GMC Buick was proud to sponsor the United Guides and Outfitters of New Brunswick (UGONB) Annual General Meeting and Gala, where outdoor leaders from across the province came together at the Fredericton Inn for a weekend full of learning, demonstrations, and celebration.

Our very own Rob Sutherland and Sanji Botejue did an amazing job presenting the Steele Auto Group and Steele GMC Buick, connecting with attendees and sharing our commitment to the community. Their energy and professionalism perfectly represented the Steele spirit.

For Steele GMC Buick, supporting the UGONB is more than a sponsorship, it's a way to give back to the community and support the organizations and people who make New Brunswick's outdoor heritage and recreational industries thrive. Seeing so many passionate professionals come together under one roof was inspiring, and we are proud to have played a role in making this incredible weekend possible.

We look forward to continuing to support initiatives that celebrate the people, traditions, and natural beauty that make our province unique. Here's to more partnerships, more learning, and more ways to give back to the communities we proudly serve..

Submitted By: Chris Beaton, Executive General Manager, Steele Hyundai Fredericton



Rob Sutherland - Sales and Leasing Advisor & Sanji Botejue - Sales and Leasing Advisor

Steele Volkswagen Supports Souls Harbour Rescue Mission

Inspiring people to drive positive impact.

We are proud to support Souls Harbour Rescue Mission, NS, by donating 220 Steele Volkswagen first aid kits to help those in need within our community.

Our support doesn't stop here. Our team will also be volunteering once a month to help serve lunch at Soul Harbour's new Dartmouth drop-in location, continuing our commitment to driving positive impact in our community.

If you're looking for a way to help, Souls Harbour Rescue Mission is always welcoming donations and volunteers: soulsharbour.ca.

Submitted By: Hope Young, Marketing Specialist, Steele Volkswagen





in loving memory

Remembering Mike Holmes

It is with deep sadness that we share the passing of Mike Holmes, Sales Manager at Subaru of Moncton, who passed away on January 21, 2026, at the age of 46.

Mike was more than a valued member of our team, he was a friend, a mentor, and a bright presence at our dealership. Known for his quick wit, humour, and generous spirit, Mike had a way of making people feel welcomed and appreciated. His laughter, honesty, and genuine care for others left a lasting impression on customers and everyone who had the pleasure of working with him.

Family meant everything to Mike. He is lovingly remembered by his wife, Amanda, his daughters Madison, Sierra, Abigail, and Alexandra, his grandchildren Garrett and Astrid, his mother Daphne, his brother Jason, and his extended family and friends.

While we will deeply miss Mike's presence in our showroom, his kindness, humour, and warmth will always be remembered by the Subaru of Moncton family.

OUR PEOPLE

Celebrating 15 Years of Excellence with Hyundai

This quarter, we are proud to recognize two incredible team members who each celebrated 15 years with Hyundai — and who truly represent the Steele Standard every day.

Faith Kennedy – Sales Department

Faith brings heart, consistency, and genuine care to everything she does. She builds lasting relationships with her customers and sets the tone in our sales department with professionalism, positivity, and a strong work ethic. Faith doesn't just meet expectations — she raises them.

Steven Perez – Parts Manager

Steven is a cornerstone of our operations. His knowledge, reliability, and willingness to support every department keep our dealership running smoothly. Behind the scenes or front and center, Steven leads with integrity and excellence.

Together, Faith and Steven embody our core values of People First, Integrity and Transparency, Innovation, and Community. Their dedication and impact over the last 15 years have helped shape our culture and success.

We are grateful for their commitment and proud to celebrate this milestone with them. Here's to many more years of continued excellence.

Submitted By: Sydna Hunter, General Manager, Steele Hyundai Kyle



Steven Perez & Faith Kennedy

Celebrating Chris Murray's Outstanding Success

We're proud to recognize an exceptional achievement by Chris Murray, whose performance continues to set the benchmark at Experience Hyundai.

Chris is currently #1 Year-to-Date in both New and Used Sales at Experience Hyundai, and also earned 2nd place in Atlantic Canada for New Vehicle Sales in December, an impressive accomplishment on a regional level.

These results speak to Chris's unwavering dedication, consistency, and genuine commitment to putting customers first. We're grateful to have him on our team and proud to see him represent Experience Hyundai with such professionalism and drive.

Congratulations, Chris, on a truly well-earned success.

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai



Accolades for Kevin Robinson

Kevin Robinson achieved Top Salesperson for Steele North Star CJDRF in 2025, along with achieving Expert Certification as a Ram, EV, Mopar and Jeep Salesperson.

Submitted By: Brett Westbrook, General Manager, North Star Chrysler Jeep Dodge Ram



Mr. Reliable

A huge shout-out to Glen Yeadon in the Parts Department at Steele Halifax Chrysler.

Glen is one of the most reliable, helpful and considerate guys out there.

He always helps out when he can, working a little late. Need a Saturday shift covered? Glen's the man.

I really appreciate everything you do, Glen, to make the Parts department the success it is!

Submitted By: Kevin Hart, Parts Manager, Steele Halifax Chrysler Dodge Jeep Ram FIAT



Bruce Vickery Achieves 100% Customer Satisfaction

We are proud to announce that Bruce Vickery has achieved a perfect 100% customer satisfaction rating for 2025! This milestone is a true testament to Bruce's dedication to his customers and his genuine passion for delivering the best possible service every single day. His kindness, expertise, and commitment to making each customer feel valued have made a lasting impact on everyone he works with.

Congratulations, Bruce! We're lucky to have you as part of the Colonial Honda team. Here's to many more years of success!

Submitted By: Lauren Dann, Marketing Specialist, Colonial Honda



Bruce Vickery & Ian Brownrigg

OUR PEOPLE

What a Night

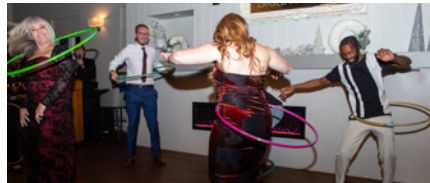
What a night at the Steele Ford Lincoln 2025 Holiday Party!

From epic hula hooping to water pong and other fun games, delicious food, amazing prizes, and a team that knows how to celebrate—this one was unforgettable!

Here's to laughter, great memories, and an even greater team!

Special shout-out to our organizing committee - Kathleen Elashuk, Ashli McGean, Morgan Seward, and the many people who supported them in bringing this year's party to life.

Submitted By: Mike Currie, General Manager, Steele Ford Lincoln



Fast With a Wrench, Fast Behind the Wheel

Danny Mosher, our dedicated Corvette technician, is not only fast with a wrench but fast behind the wheel. He is one of the fastest technicians in our racing sim!

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



Rookie of the Year & Heart of Luling Awards

Every year in December, the entire store votes on Luling's "Rookie of the Year" and "Heart of Luling" Awards. This is an anonymously peer-voted award to highlight two team members who lead the charge in showcasing our vision and values. The Rookie of the Year must have been hired in the current calendar year, has embraced our vision each and every day, and is a rising star who has shown the team what it means to lead from the front, and the buy-in to our program. The Heart of Luling Award is similar, and everyone in the store, including the rookies, is eligible to win. This year, CJ Davis, our Fixed Ops Director, who is new to our location but not the group, has earned the 2025 Rookie of the Year. Not only has his charisma won over the team he works with on a daily basis, but he has brought a customer-focused game plan into our Service and Parts Departments, and in just 6 months, grown service revenue by 72%. We are so excited to see where he can take the department in 2026 and beyond.

James Zamora, our Make Ready/Porter, won the Heart of Luling Award (for the 3rd year straight!) He truly takes pride in his work, and it shows when the majority of the staff recognizes it as well. Infamously generous in making sure all guests are properly hydrated on a hot summer day and always keeps a positive attitude. James does not understand what it means to say "that's not my job." With over a decade of service to our store and a lifetime resident of Luling, he knows almost every person that walks through our doors by first name. He is truly an ambassador of Steele Luling and our core values.

Both of these gentlemen are cornerstones in the foundation and vision of Luling and Steele Auto Group. Please join me in congratulating them on this peer-voted achievement!

Submitted By: Ryan McLaughlin, General Manager, Luling Chevrolet



CJ Davis & James Zamora

STAY CONNECTED:



OUR PEOPLE

From Dreams to Citizenship: A Journey of Perseverance & Gratitude

Our Canadian journey began in September 2018, when my wife arrived in Sydney, Nova Scotia as an international student. My son and I joined her in July 2019. Like many newcomers, we faced the challenges of starting over in a new country — unfamiliar surroundings, new jobs, and big dreams.

We both began working at Montana's BBQ & Bar — my wife as a hostess, and I as a maintenance worker. To support our growing needs, we also worked second jobs at various Sobeys locations. Balancing work, studies, parenting, and adjusting to life in Canada wasn't easy — but every day was a step forward.

After my wife graduated, the next hurdle was immigration. We had to renew my work permit, apply for hers, and extend our son's study permit. Changes in immigration policy now required a B-level job, and thanks to the incredible support from Sobeys management, we met the criteria.

In May 2021, with backing from Montana's, we applied for permanent residency through the Atlantic Immigration Pilot Program (AIPP). By October 2021, our application was approved — a milestone we'll never forget.

We later transitioned to roles at Walmart Supercenter, seeking better opportunities. But in 2022, I suffered a serious back injury that resulted in three 911 calls. I returned to India for treatment and came back in September. Unfortunately, I could not return to my physically demanding job.

Despite 17 years of experience as a Parts Advisor and Parts Manager in my birth country, the Middle East, and the United Kingdom, I couldn't find opportunities in Sydney's automotive sector.

Still determined, I discovered a job posting for a Parts Advisor at Fix Auto in Halifax. Though still living in Sydney, I interviewed via Zoom — and was thrilled to be offered the role. In October 2022, we relocated to Halifax, and I proudly began working with one of Atlantic Canada's most respected employers — Steele Auto Group.

In December 2024, we applied for Canadian citizenship. And on May 30, 2025, our dream finally came true — we officially became Canadian citizens. A proud and emotional moment that we will cherish forever.

A Note of Thanks

I want to express my deepest gratitude to all those who stood beside us — family, friends, professors at Cape Breton University, and our employers who gave us chances when we needed them most.

To my mentors, managers, and coworkers at Steele Auto Group and beyond — thank you for your guidance and belief in our potential. Your kindness and support made our journey smoother and more meaningful.

Even the hardships — and those who challenged our path — helped shape us. They pushed us to grow stronger, become more resilient, and reach higher.

This dream was not built alone. It belongs to every person who gave us a helping hand, offered encouragement, or simply believed in us.

Today, we stand together — proud, grateful, and Canadian.

Submitted By: Sathish Kumar Padmavilasam Sukumaran Nair, Parts Advisor, Steele Collision-Halifax



Running Together: A Proud Moment for Subaru of Charlottetown

October 17th marked a truly proud moment for Subaru of Charlottetown as members of our team laced up their running shoes and took part in the 2025 PEI Marathon. They showed up not only as employees, but as Islanders, teammates, parents, friends, and neighbours coming together to connect with the community, celebrate the Island we love, and embrace the shared spirit of endurance that moves us all forward. To everyone who ran, cheered, volunteered, or offered encouragement along the way, thank you for reminding us why Love is at the heart of everything Subaru stands for.

Submitted By: Kristen Diane, Marketing Specialist, Subaru of Charlottetown



Honouring A Career of Dedication: Daniel Landry

We recently had the pleasure of celebrating a very special milestone - Daniel Landry's retirement, along with 30 years of dedicated service to the company. Based out of our Moncton shop, Daniel made a lasting impact through his hard work, reliability, and commitment to excellence. We thank Daniel for his three decades of service and wish him all the best in this well-deserved next chapter.

Submitted By: Tania Arsenault, Executive Assistant To The VP, ECI Moncton



*Daniel Landry, Technician &
Meghann Alexander, Service Manager*

OUR PEOPLE



Discover Kia's Team Appreciation Day

On October 3rd, Discover Kia took a moment to honour the heart of our dealership - our amazing team! Team Appreciation Day was a chance to celebrate the dedication, hard work, and camaraderie that make our dealership shine every day. Moments like these remind us that teamwork, passion, and support are what drive our success, and we're grateful for every member of our Discover Kia family.

Here's to our team, the backbone of everything we do!

Submitted By: Kristen Diane, Marketing Specialist, Discover Kia



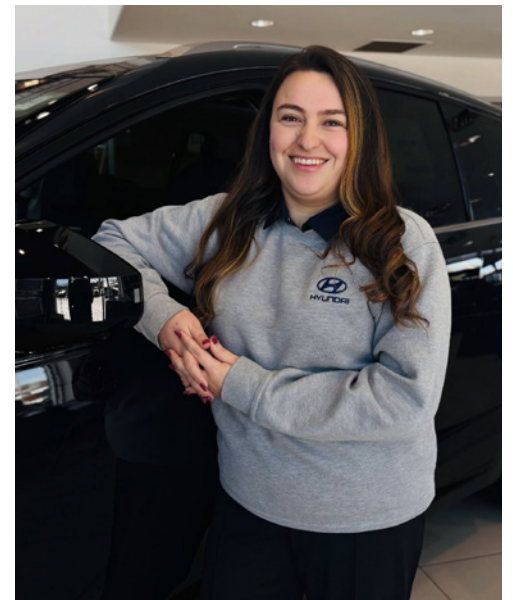
Promotion Spotlight: Congratulations to Tia Tawil

Exciting news from the Experience Hyundai team. Tia Tawil has been promoted to Parts Manager, and the recognition is truly well deserved.

Tia's dedication, leadership, and passion for excellence have consistently made a positive impact on both our team and our customers. Her commitment does not go unnoticed, and it's inspiring to see her step into this new role.

Experience Hyundai is fortunate to have Tia as part of its leadership team. Congratulations on this well-earned achievement.

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai



Steele Mazda Celebrates Master Technician Achievement

A huge shoutout to Mitchell Campbell, who has officially earned the title of Master Technician, as recognized by Mazda Canada. This achievement is a true testament to Mitchell's dedication, technical expertise, and commitment to delivering the highest level of service to our customers.

Becoming a Master Technician is no small accomplishment, and we couldn't be prouder to have Mitchell as part of the Steele Mazda team. Congratulations on this well-deserved milestone. We're grateful for the skill, care, and professionalism you bring to the dealership every day.

Submitted By: Hope Young, Marketing Specialist, Steele Mazda



STAY CONNECTED:



OUR PEOPLE

Georges Mourad Achieves Top Volume Sales for 2025 at Colonial Honda

Congratulations to Georges Mourad for achieving Top Volume Sales for 2025 at Colonial Honda! This accomplishment is a direct result of Georges' dedication, expertise, and exceptional customer service. His hard work and commitment have truly paid off this year, and we couldn't be more excited to see where his efforts will take him next.

Here's to more success in 2026, Georges!

Submitted By: Lauren Dann, Marketing Specialist, Colonial Honda



A Proud Moment at Experience Hyundai

We were incredibly proud to sponsor our own Detail Technician, Kevin MacCormack, and his wife as they took on the 2025 PEI Marathon right here in Charlottetown. Their commitment, determination, and teamwork truly reflect the spirit we value at Experience Hyundai.

Watching them cross that finish line was an inspiring reminder that dedication, both on the job and in life, goes a long way. Congratulations to Kevin and his wife on this amazing achievement. We're honoured to cheer you on every step of the way!

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai



Mike Erwin Promotion to Fixed Operations Manager at Volkswagen of Waco

Mike Erwin has been promoted to Parts and Service Manager for Volkswagen of Waco.

Mike has been with the company since it was purchased by Steele Auto Group. Mike has met and exceeded goals and timelines in previous positions. Most recently, Mike launched and set up the Service BDC team for Steele USA. He achieved this in a third of the time allotted for the project, so we felt he was the perfect candidate for the position within the store.

We are looking forward to the success his urgency and attention to detail have brought in previous endeavors and are excited to see his growth in the company continue.

Submitted By: Derrick Loper, General Manager, Volkswagen of Waco



ECI TRUCKS

Recognizing Employee Milestones

Thank you to everyone who joined us in celebrating this year's service awards recipients. We sincerely appreciate your dedication and the many years of service you have contributed to our team.

- Daniel Landry - 30 Years - Technician, Moncton
- Charles Gabriel - 20 Years - Senior Warranty Administrator, Moncton
- Daniel Bustin - 15 Years - Outside Parts Sales, Moncton
- Brian Barker - 10 Years - Service Manager, Millbrook
- Dave Davis - 10 Years - Inside Parts Sales, Moncton
- Kevin Hurshman - 5 Years - Delivery Driver, Dartmouth
- Isaac Standing - 5 Years - Outside Parts Sales, Moncton
- Scott Thompson - 5 Years - Technician, Millbrook
- Jason Cornish - 5 Years - Service Manager, Brackley
- Doug Barkhouse - 5 Years - Fabricator, Dartmouth
- Trevor Sliter - 5 Years - Technician, Millbrook
- Laurie Hope - 5 Years - Service Advisor, Millbrook
- Mark Landry - 5 Years - Outside Parts Sales, Dartmouth
- Simon Mazerolle - 5 Years - Director of Sales, Moncton
- Paul MacGlashing - 5 Years - Procurement, Moncton.

Submitted By: Tania Arseneault, Executive Assistant to the VP, ECI Moncton

STAY CONNECTED:





In Loving Memory

Remembering Bradley McCarthy

We were truly saddened by the loss of our super-charged Apprentice Technician, Bradley.

He was certainly one of a kind and a remarkable worker, and a most composed, friendly, fun personality. We were impressed by him from the day of his interview, and even more impressed once he started working with an incredible work ethic. Always dependable, reliable, hardworking and dedicated to his trade.

Bradley will be missed tremendously by our team. He loved his family, and his little girl Rita was the highlight of his year. Our sincere condolences go out to Bradley's parents, family, Jadyn and his precious little Rita.

Rest in peace, Bradley. With love, your Fundy Honda family.

DEALERSHIP NEWS

Land Rover Moncton Hosts Greater Moncton Chamber of Commerce's Final Business After Hours of 2025

In December, Land Rover Moncton was proud to host the Greater Moncton Chamber of Commerce's final Business After Hours event of 2025, welcoming local business leaders and community members for an evening of connection and conversation.

The event offered an opportunity to reflect on the year, celebrate the strength of the local business community, and recognize the partnerships that continue to drive growth across the region. Guests enjoyed a warm and inviting atmosphere, complemented by an exceptional culinary experience by The Kilted Chef, adding a memorable touch to the evening.

Hosting the final Business After Hours of the year was an honour for Land Rover Moncton, and we look forward to continued collaboration with the Moncton Chamber of Commerce and its members in the year ahead.

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



Steele Mitsubishi Earns Another #1 Spot



We are proud to announce that Steele Mitsubishi has been named the #1 Mitsubishi dealership in Atlantic Canada for 2025. This milestone reflects an outstanding year of teamwork, dedication, and leadership.

2025 marked an exciting new chapter with Matthew Munroe stepping in as General Manager, bringing fresh energy, focus, and direction to the team. Under his leadership, and through the collective effort of every department, Steele Mitsubishi continued to raise the bar for customer experience, performance, and culture.

This recognition belongs to every member of the Steele Mitsubishi family, from sales, service, and parts to finance, admin, and management. Every customer interaction, delivery, service appointment, and extra effort made a difference.

Thank you to every member of the Steele Mitsubishi team for your passion, professionalism, and drive. Here's to another great year in 2026!

Submitted By: Julie Guy, Multimedia Marketing Strategist, Steele Mitsubishi

Steele Hyundai Fredericton Celebrates Hyundai Signature Status

I am beyond proud to share that the Steele Hyundai Fredericton team has achieved Hyundai Signature Status for 2026, a recognition that reflects our commitment to excellence, outstanding customer experiences, and a team culture built on hard work and dedication.

Hyundai Signature Status is awarded to dealerships that consistently exceed expectations in sales, service, and customer satisfaction. For our team, this milestone is a reflection of the effort, passion, and professionalism each person brings every day to ensure our customers feel valued and supported throughout their Hyundai journey.

On top of this incredible achievement, our team also earned the distinction of having the highest average training hours per person in all of Canada. This is more than just a number, it reflects our philosophy that growth and expertise come from a commitment to learning and improving every day. It's proof that when talent meets determination, there is no limit to what we can achieve. Our team's dedication to staying at the forefront of automotive ensures that every customer receives the best possible customer experience.

These accomplishments are a testament to the culture we've built together at Steele Hyundai Fredericton, one where our customers always come first, and where teamwork and supporting each other are just as important as individual effort. Every achievement is the result of a team working together, lifting each other up, and striving to deliver the best experience possible. This is just the beginning of even greater achievements ahead.

To this incredible team, congratulations, you've earned this hard fought recognition.

Submitted By: Chris Beaton, Executive General Manager, Steele Hyundai Fredericton

congratulations

DEALERSHIP NEWS

Honoured and Inspired: Celebrating Success at Steele Fredericton

Just before Christmas, the teams from Steele Hyundai Fredericton and Steele GMC Buick Fredericton came together for a fantastic holiday celebration! It was an evening filled with camaraderie and excitement for the future.

Our Executive General Manager, Chris Beaton, shared inspiring words regarding our collective performance this year and unveiled ambitious plans for 2026. The night also served as a stage to recognize excellence across all departments.

We are incredibly proud to announce that Gabe Marticorena was presented with the Hyundai Hero Award!

This prestigious recognition highlights Gabe's commitment to a world-class customer experience and his outstanding performance throughout the year. The award specifically acknowledged:

- National Recognition: Being named one of the Top 10 Sales Consultants for product knowledge by Hyundai Canada.
- Group Spotlight: His previous recognition from Steele Auto Group earlier this year.
- Customer Commitment: His consistent dedication to delivering "The Steele Way" to every client.

"Receiving this award is not just a personal achievement; it reflects the dedication of my entire team," Gabe shared. "This recognition serves as great encouragement to work even harder and continue delivering excellence throughout 2026!"

Please join us in congratulating Gabe on this well-deserved honour as we look forward to another record-breaking year for the Steele Auto Group!

Submitted By: Gabriel Marticorena, Sales Consultant, Steele Hyundai Fredericton



S13 Customer Seminars

Our sales department recently hosted two seminars in Moncton and Dartmouth, welcoming conquest customers to learn more about the new S13 powertrain. The events were held at the Canvas in Moncton and the Steele Wheels Museum in Halifax, and were very well attended, with strong participation from prospective customers. In addition, an S13-powered DEMO unit has been on the road, undergoing trials with potential buyers, who have been providing positive feedback and sharing the fuel savings they are experiencing.

Submitted By: Tania Arsenault, Executive Assistant to the VP, ECI Moncton



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

Wheel to Wheel Basketball Tournament

Wheel to Wheel II was more than just a basketball tournament. It was a story written with teamwork, energy, and pure community spirit.

Teams from Atlantic Mazda, Acura of Moncton, Mercedes-Benz Moncton, and Subaru of Moncton competed with great energy and sportsmanship, and the special participation of an ECI employee.

Congratulations to the champions, Acura of Moncton, for an outstanding performance and well-earned win.

Who's in for Wheel to Wheel III?

Submitted By: Manuel Bautista, Warranty Clerk Atlantic Mazda



DEALERSHIP NEWS

Top 10 In CXI

We are incredibly proud to share that Fairway Honda has been recognized as Top 10 in Customer Experience for BOTH Sales and Service in 2025, according to Honda Canada's Customer Satisfaction Surveys.

What makes this achievement especially meaningful is that we are the ONLY dealer of our Group size in Canada to earn this distinction in both categories.

This recognition reflects a relentless commitment to consistency, accountability, and putting the customer first - every interaction, every day. Thank you to our customers for your trust and to our team for delivering excellence at the highest level.

Excellence isn't a moment - it's our standard.

Submitted By: Michaela Earle, Sales Consultant, Fairway Honda



Steele CDJR Lockhart #1 in CSI for All of 2025 in the District



In 2025, our customers, at Steele CDJR of Lockhart, have spoken and they have spoken loudly! Steele Lockhart CDJR Service is #1! The team finished #1 in CSI in the district with an impressive average of 981.52, eclipsing the district average of 951.52 by 30 points and an even more impressive gap on the national average of 941.37 of over 40 points.

Mike Braendle and his team of Tina Williams and Juan Rodriguez have shown what it looks like to go above and beyond to take care of our customers, and we have noticed.

Please help me recognize Mike and his team for this outstanding accomplishment.

Submitted By: Jason Pierce, General Manager, Steele Chrysler Jeep Dodge RAM Lockhart

2025 YTD CX CSI				
Dealer Code & Name	CX CSI 2025	CX CSI 2025 Surveys	Dealer Service NPS	Dealer FFV%
(27218) Steele Chrysler Jeep Dodge Ram Lockhart	981.52	356	93	98.0%
(44416) Benny Boyd C-D-J	979.32	767	92.5	96.3%
(64490) Crenwelge Motor Sales Inc	975.23	243	94.3	94.7%
(45843) Spur Chrysler Dodge Jeep Ram	967.73	220	89.6	92.7%
(27359) Gunn Chrysler Dodge Jeep Ram	963.86	435	88.2	94.5%
(45558) Covert Chrysler Dodge Jeep Ram	961.06	1,414	87.1	95.1%
(27244) Nyle Maxwell Chrysler Dodge Jeep Ram FIAT	955.33	1,088	84.3	94.4%
(26921) South Point Dodge Chrysler Jeep Ram	953.05	990	82.1	93.0%
(60196) Mac Haik Dodge Chrysler Jeep	952.71	1,385	83	93.6%
(44548) San Marcos Chrysler Dodge Ram Jeep	949.55	536	81.5	91.4%
(45083) Mac Haik Dodge Chrysler Jeep	947.50	1,046	80.1	93.4%
(45463) Nyle Maxwell Chrysler Dodge Jeep of Austin	946.44	1,803	81.7	93.8%
(60637) Sames Bastrop Chrysler Dodge Jeep Ram	944.48	223	78.5	91.9%
(44948) Cecil Atkisson Motors	939.75	159	72.4	90.6%
(27343) Covert CdjR West, Inc	939.46	665	76.7	90.1%
(45462) Nyle Maxwell Chrysler Dodge Jeep of Taylor	938.50	520	77.5	93.8%
(60371) Stanley CdjR Brownwood	927.51	189	73	93.7%
(45456) Allen Samuels Dodge Chrysler Jeep	927.22	967	75.1	89.8%
(27217) Steele Chrysler Jeep Dodge Ram Gonzales	896.13	124	65.3	91.1%
District I	951.52	13,130	82.7	93.5%
Central BC	944.34	149,561	79.7	92.8%
National	941.37	1,015,652	78.1	92.4%

Experience Hyundai Takes the November Title

We're incredibly proud to share that Experience Hyundai was recognized by Hyundai Canada as the Top Performing Dealership in Atlantic Canada for the month of November 2025.

This achievement is a true reflection of the dedication, passion, and teamwork of our incredible staff, and the trust and loyalty of our amazing clients who choose us every day. Thank you to our team for their hard work and to our customers for being part of the Experience Hyundai family. We couldn't have done it without you!

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai



(L-R): Chris Murray, Doug Cunningham, Chris Hedefine, Matt Fraser, Loic Niyonsenga, Moe Dayfallah, Sanoop Korappath, Depen Darjee, Drew Forand and Jessie Gould.

Subaru of Moncton Welcomes Moncton Wildcats Captain, Caleb Desnoyers

Subaru of Moncton recently welcomed Caleb Desnoyers, captain of the Moncton Wildcats, to the dealership for the delivery of his Subaru Impreza. The visit marked an exciting milestone for Desnoyers, who was selected fourth overall by the Utah Mammoth in the 2025 NHL Entry Draft.

On a separate visit, Desnoyers returned to Subaru of Moncton with his bronze medal from the 2026 IIHF World Junior Championship, offering a special moment for staff and highlighting his continued success on the international stage.

It was great for the Subaru of Moncton team to welcome Caleb into the dealership on both occasions. Thank you to the team for helping make both visits run smoothly.

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





in loving memory

Remembering Jody Warren

It is with heavy hearts that we share the passing of Steele Honda's Production Manager, Jody Warren, whose battle with cancer ended on February 9, 2026.

Jody had been part of the Steele Honda team since 2019. He took exceptional pride in his work and earned the respect of everyone around him. His knowledge and expertise were a tremendous asset to our dealership; he showed up every day not just to work, but to be part of the team. To us, Jody was more than a coworker - he was a friend and confidant.

He was an extremely proud husband and father, and a motorcycle enthusiast who loved talking about his passions. We were lucky to work alongside him, to learn from his experience, and to share in so many everyday moments that now mean even more.

Jody will be deeply missed by all of us. Our thoughts and heartfelt condolences are with his family, friends, and everyone who loved him.

DEALERSHIP NEWS

A New Name, the Same Heart: Steele Hyundai Fredericton

This past quarter marked an exciting new chapter for our dealership as Fredericton Hyundai officially became Steele Hyundai Fredericton. While our name has changed, our commitment to our customers, our community, and each other remains stronger than ever.

Raising the Steele banner above our dealership is more than a visual change, it's a symbol of pride, unity, and responsibility. The Steele name represents trust, leadership, and meaningful support for the communities it serves. Flying that banner reminds us every day that we are part of something bigger, and that with that pride comes a responsibility to give back to the community that supports us.

That pride extends beyond our building and into the shirts and jackets we wear each day. Wearing the Steele name is a badge of honour and a promise to represent our dealership with integrity, to support our neighbours, and to show up for our community both inside and outside our doors.

What hasn't changed is our strong commitment to the Fredericton community. With the shared values and support of the Steele network, we will continue to invest in local initiatives, charities, and events, while serving our customers with the same familiar faces, trusted expertise, and genuine care they know and expect. Giving back to our community has always been part of our story.

As we move forward as Steele Hyundai Fredericton, we do so with gratitude and purpose, proud to fly the Steele banner, proud to wear the name, and proud to support the community that makes our success possible.

Submitted By: Chris Beaton, Executive General Manager, Steele Hyundai Fredericton



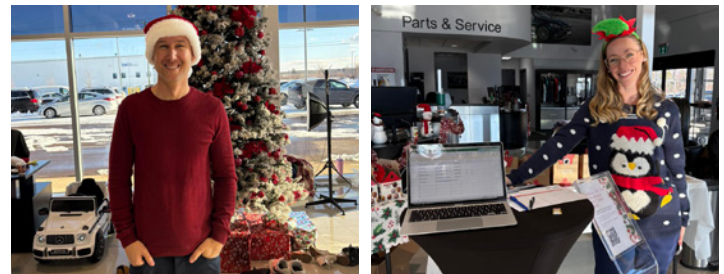
Mercedes-Benz Moncton Hosts Second Annual Holiday Photoshoot

Ahead of the holiday season, we welcomed the community back to our dealership for our second annual holiday photoshoot, held before Christmas. Building on last year's event, this year saw a significantly larger turnout, reinforcing the strong connection between our dealership and the local community.

The event was open to the public and hosted in collaboration with Sean & Christine - The Power Team at eXp Realty, Daniel Peraza, Mortgage Associate, and Candice Brown Photography. Families and individuals were invited to capture professional holiday photos, creating memorable moments during a busy season.

With increased participation and strong community engagement, the event continues to grow year over year and has become a meaningful holiday tradition we're proud to host.

Submitted By: Krista Delaney, Marketing Specialist, Mercedes-Benz Moncton



Sean Power & Christine Cormier from The Power Team at eXp Realty



Steele Ford Lincoln's 15th Annual Merry BSTAGMAS

Each year, our incredible Service Manager, Lynn Collins, hosts a special party for our service team. Last week was Steele Ford Lincoln's 15th Annual Merry BSTAGMAS (Best Service Team in the Auto Group Christmas Party)!

Lynn makes sure everyone receives loads of gifts, well-deserved praise, and a fantastic meal. A lot of work goes into putting this event together, from wrapping and decorating to setup and teardown, all handled by Lynn and her team.

We truly appreciate her commitment to our hardworking service team, who keep our customers happy and mobile throughout the year. We can't wait for the 16th annual celebration! Happy Holidays to all!

Submitted By: Mike Currie, General Manager, Steele Ford Lincoln



(L-R): Sarah Salmon, Jamie Sweete, Chad Meyers, Suneel Nappoly, Lynn Collins, Ron Jamieson, Colin Cogan, and down in front, Paul Young



DEALERSHIP NEWS

Colonial Honda's Holiday Party: A Night to Remember

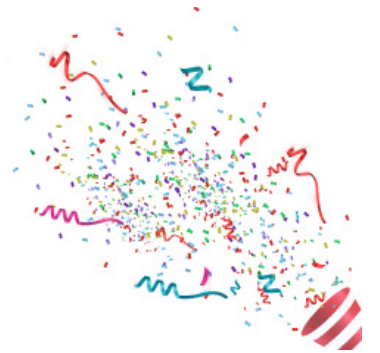
The staff at Colonial Honda had a fabulous evening celebrating the holiday season together! From festive laughs to exciting prize giveaways, the night was filled with joy and camaraderie. It was the perfect way to wrap up the year and show appreciation for the amazing team that makes Colonial Honda so special. Thank you to everyone who made the night unforgettable. Here's to more great moments in the year ahead!

Submitted By: Lauren Dann, Marketing Specialist, Colonial Honda



Colonial Honda Ranked #2 in Canada For CSI

We're thrilled to announce that Colonial Honda has earned the prestigious title of #2 in Canada for Customer Satisfaction Index (CSI)! This incredible achievement reflects our commitment to providing outstanding service and ensuring our customers have the best experience possible. A huge thank you to our amazing team and loyal customers. This recognition wouldn't be possible without you! Here's to continuing to raise the bar and making every experience with Colonial Honda exceptional!



Submitted By: Lauren Dann, Marketing Specialist, Colonial Honda

An Elf Walks into a Volkswagen Dealership...

He came back, and this time he wanted a job.

If you've been keeping an eye on our social media accounts, you know about Elfis Twinkletoes, our merry North Pole elf who visits Steele Volkswagen every Christmas season and is always up to shenanigans.

It seems we left an impression on Elfis, and on December 1, he showed up and, instead of spray painting our windows again, he asked for a job. We were reluctant at first, but we checked with the "big guy," and with Santa's urging, we took the plunge and brought Elfis on board to help around the dealership during the holiday season. We were assured he had "matured significantly" in 2025.

We soon came to understand why Santa was so quick to unload him on us.

Elfis is now safely back at the North Pole... and we are still recovering.

Submitted By: Julie Guy, Multimedia Marketing Strategist, Steele Volkswagen



Happy Holidays from Steele Subaru

At Steele Subaru, our team came together to share holiday wishes in the languages that reflect who we are. No matter how you say it, we're wishing you joy, warmth, and safe travels this season. You can watch the video by visiting:

<https://www.facebook.com/reel/1138722068175062>

Submitted By: Hope Young, Marketing Specialist, Steele Subaru



Snow Removal Appreciation Lunch

Shout out to the whole team at Steele Halifax Chrysler for their snowtastic efforts with snow removal through January.

Its not always fun going outside in the freezing cold and brushing, shovelling, plowing and shifting snow, but when the team gets together on a mission it makes all the difference.

Go Team Chrysler!

Submitted By: Kevin Hart, Parts Manager, Steele Halifax Chrysler Dodge Jeep Ram FIAT



DEALERSHIP NEWS

A Team Achievement for Fredericton: President's Club 2025

Excellence is never accidental; it is built daily by teams who choose high standards, accountability, and continuous improvement.

It is an honour to share that Steele Buick GMC has earned a place in the 2025 GM President's Club.

This recognition places our dealership among the top-performing General Motors retailers in Canada across sales, service, customer experience, and overall operational performance for 2025. It stands among the highest honours in the GM network and reflects sustained excellence across every part of the business.

What makes this achievement truly meaningful is the team behind it.

In our industry, many dealerships have similar facilities, products, and opportunities. What truly sets one apart from another is the team inside the walls; their mindset, their standards, and how they show up for customers and for one another every day. At Steele Buick GMC, our people show up with intent. There is no settling and no standing still, just a shared commitment to keep improving, keep adapting, and keep raising the bar as we embrace growth, navigate change, and continuously look for better ways to serve.

This recognition is built on the early mornings, the late nights, and the hard days fought through, and the ability of this team to keep showing up, keep pushing, and keep believing in what we are building together.

To every member of our Steele Buick GMC team, across sales, service, parts, detail, administration, and leadership — THANK YOU. This recognition belongs to you. It reflects the pride you take in your work, the consistency you deliver, and the care you bring to our customers and to each other every day.

This milestone also reflects the strength of the broader Steele Auto Group. The shared standards, alignment, mentorship, and operational support across the Steele Auto Group creates the environment where teams can grow, perform, and achieve at the highest level. Success at this scale is never isolated; it is enabled by the collective strength of the organization.

We are proud to represent Fredericton at this level, and proud of the team carrying our city's name with excellence.

Submitted By: Chris Beaton, Executive General Manager, Steele Hyundai Fredericton



Taking a Subaru Recess: Halloween Fun at the Lot

On Halloween, the Subaru of Charlottetown team took a break from the daily grind and enjoyed a little "Subaru Recess," channelling the classic Recess crew and adding a special visitor from outer space.

It was a day full of laughs, creativity, and teamwork, proving that sometimes the best way to recharge is to play a little. Thanks to our amazing team for bringing the fun and the Subaru spirit off the lot and into the playground!

Submitted By: Kristen Diane, Marketing Specialist, Subaru of Charlottetown



(L-R): Emily Le, Samreen Zaki, Sandra Smith, Tandra Schopf, Patrick Tinant, Ronan Weeks, Phil Gallant, Harris Campbell, Fahad Ahmed, Richard Wills and Patsy Tremblett

Countdown to Christmas at Discover Kia

The holiday season was in full swing at Discover Kia, and we celebrated in style!

We kicked things off by spreading festive cheer with our amazing Christmas sweaters. Our very own Christmas Elves, Kim & Gaylene, were hard at work preparing two delicious batches of hot chocolate, served alongside an array of sweet treats. It was the perfect way to wrap up the week and officially count down to Christmas.

The festivities continued with our Christmas Potluck, where team members came together to share delicious dishes, laughter, and holiday cheer. From cozy drinks to festive feasts, it's been a wonderful season of connection, gratitude, and celebration with the Discover Kia family.

We hope you had a joyful holiday season filled with warmth, laughter, and togetherness.

Submitted By: Kristen Diane, Marketing Specialist, Discover Kia



STAY CONNECTED:



...AND IN OTHER NEWS

When I Sing

I sing a lot. Church, retirement Homes, parties and while manning a kettle for the Salvation Army during the Christmas holidays. I can't say I have a favourite, but I sing Gospel, Christian Rock, Hymns, 50's, 60's and 70's Rock and Doo Wop ... with a bit of 1940's war songs.

But one of the great things is manning the Salvation Kettles. They are 2-hour shifts, and I have made up a songbook with combinations of all types of songs. It's amazing that while I'm singing, the number of people who join in. There are times that I'll have quite a crowd singing with me. And during that moment, their worries and troubles are gone. You can see it in their faces, that bit of joy and goodwill. It warms my heart that for a brief moment, it touches the people. There are times when there will also be a crowd standing and listening.

For me, it warms my heart knowing that I've done something to make someone happy, if only for that moment.

Submitted By: Rosemary Hebb, Parts Counter, ECI Bridgewater



Celebrating a Special Birthday at County Mazda

On December 19, we celebrated the first birthday of our Paw-fessional Consultant, Sadie! From welcoming guests to brightening our days, Sadie plays an important role in keeping spirits high and smiles all around at County Mazda.

Happy 1st Birthday, Sadie - we're lucky to have you as part of the team!

Submitted By: Hope Young, Marketing Specialist, County Mazda



CPA Opportunity Fair

The Opportunity Fair at CPA High School was a great success! We had a strong turnout, and many students stopped by our booth, eager to learn more about Steele Auto Group. Their interest in our organization, career paths, and upcoming opportunities was encouraging. It was a fantastic chance to connect with future talent and showcase what makes our SAG team and company stand out.

Submitted By: Brie Denton, HR Co-Op Student, Head Office



Image #1: Cody Hiscock, Jodi Daye, Brie Denton
Image #2 (CPA): Brie Denton, Cody Hiscock



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VOLVO



LINCOLN



Ford



Audi



RAM



MAZDA



Cadillac



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DODGE



FIAT

GMC



Jeep



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