



Q2  
2025



# The Quarter Panel

## Steele Auto Group's Vision & Values



### 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.

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### STAY CONNECTED:



## A Message from the President



What a Quarter!

The momentum we set in the first quarter didn't slow down one bit in the second! It was another fast-paced period filled with celebrations, new team members, internal promotions, and much more.

We proudly awarded our two scholarships to two very deserving students, selected from a highly competitive field of candidates. We also celebrated the graduates of the Atlantic cohort of the Georgian Automotive Business School for General Managers at the annual alumni dinner held during the CADEX event.

Our annual Top Sales Consultants receptions were a great success—first in Texas, followed by Halifax—bringing well-deserved recognition to some of our top performers.

This quarter also marked the launch of our new Purpose Statement, following the recent relaunch of our Vision & Values. If you haven't yet seen the videos, you can view them here:

<https://steeleauto.com/about/vision-values>

<https://steeleauto.com/about/purpose-statement>

I'm proud that, despite industry noise—from tariffs to other external challenges—we remain focused on what we can control. We continue to hold ourselves to the highest standards and consistently demonstrate resilience, commitment, and a drive to overachieve.

As you flip through this edition of The Quarter Panel, you'll see just a few of the exceptional people who make up our team being celebrated and recognized.

Thank you for everything you do, every day. I hope you enjoy what's left of the summer—and that you continue to find joy in the little things.

Submitted by: Kim Day, President & COO

# INVESTING IN OUR COMMUNITY

## Land Rover Moncton Proudly Sponsors Fusion's Production of Aqualo

Land Rover Moncton was proud to sponsor Aqualo, an unforgettable multi-sensory experience presented by Fusion Productions on June 6 and 7 at the UNIPlex in Dieppe. This two-night event brought together art, fashion, technology, and music in a breathtaking celebration of creativity and connection.

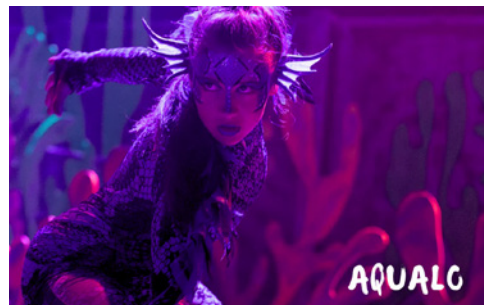
Created by local entrepreneur, Matt LeBlanc, Aqualo is part of a broader mission: to strengthen communities through the power of the arts. What makes this event so important isn't just the cutting-edge digital storytelling, acrobatics, and live performances, it's the fact that over 100 local artists were hired to bring the production to life. From dancers, singers and musicians to gymnasts, tumblers, and lighting technicians, Aqualo was powered entirely by local talent.

With nearly 2,000 attendees across both shows, Aqualo didn't just captivate the audience, it gave back. Since the inaugural show in 2011, Fusion events have raised more than \$200,000 for various charities and provided a stage for over 800 local artists. It's a model that uplifts, inspires, and reinvests in the communities it touches.

As part of our sponsorship package, Land Rover Moncton was pleased to showcase three vehicles throughout the venue (a Range Rover Sport and Defender at the main entrance and a full-sized Range Rover in the VIP section) offering guests a closer look at the design and capability behind our lineup. We also welcomed two of the Aqualo characters to our dealership to create a fun behind-the-scenes video, giving our team and guests a chance to experience the magic up close. Check it out by visiting our Facebook page!

A heartfelt congratulations to Matt LeBlanc and the entire Fusion team for creating something truly spectacular. We're already excited to see what's in store for next year!

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



## The Gift of Giving... a JLR Halifax Tradition

At Jaguar Land Rover Halifax, we do not take our relationship with our fellow Nova Scotians for granted. As responsible and grateful corporate citizens, every year JLR Halifax contributes to and participates in dozens of activities that raise funds and awareness for a variety of charitable organizations that are doing great things in our community. In doing so, we are able to give back to the very people who support our Dealership.

Here are just three examples of the many events that we will be supporting this year.

*Submitted By: John Gwynne-Timothy, General Manager, Jaguar Land Rover Halifax*

**PlayYellow**  
a program of  
Children's Miracle Network Hospitals  
Play Yellow Tournament  
In support of IWK Children's Hospital

**Why Jack and Barbara Play Yellow for Children's Hospitals**  
Led by Jack and Barbara Nicklaus, the PGA TOUR and Children's Miracle Network Hospitals, "Play Yellow for Children's Hospitals" delivers to bring the entire golf world together to help the 10 million kids treated at special children's hospitals each year.

**Jack & Barbara's love for yellow**  
Play Yellow is the largest event in a growing team and family of the Nicklaus family. Jack and Barbara Nicklaus are a team that has been playing yellow for over 20 years. This program is a tribute to the people who have supported the Nicklaus family and the people who have supported the program. It is a tribute to the people who have supported the program and the people who have supported the program.

**PROUDLY SPONSORED BY**  
JAGUAR LAND ROVER HALIFAX

### HALIFAX LANCERS THERAPEUTIC RIDING PROGRAM

Founded in the late 1960's by Dr. Robert Silver "Doc" Cross and Dr. Helen "Dorothy" Crossley, the program was initiated to provide sick children from the Children's Hospital and the School for the Blind access to the therapeutic benefits of horses.

These visionary doctors championed equity, diversity, inclusion, and accessibility, believing everyone, regardless of their challenges, should feel confident and capable in their abilities.

Endowed with its awardship, Lancers honors the legacy of Dr. Cross and Dr. Crossley, continuing their work with the PWC and offering therapeutic riding for individuals with disabilities.

The Program's legacy reflects both the dedication of those involved and the community's need for horse-related programs that support mental health for all become a priority.

**PROUDLY SPONSORED BY**  
JAGUAR LAND ROVER HALIFAX

### BLACK LIVES MATTER TOURNAMENT IN SUPPORT OF BLM SCHOLARSHIP AND MENTORSHIP PROGRAMS

**SCHOLARSHIP PROGRAMS**  
Black Lives Matter Golf presents the BLM Youth Scholarship Award every year to assist and encourage youth in Nova Scotia who identify as Black, Indigenous, or People of Colour who are pursuing a higher education.

Four Students will receive a \$2,000 scholarship from Black Lives Matter Golf, which may be used for tuition, books, or any relevant expenses involved with pursuing a higher education. The BLM Scholarship for Young People is available to students enrolled in any program from around the province, beginning or continuing their 1st or 2nd year of post-secondary study.

**Black Lives Matter Golf**  
Developing the Future of Golf  
www.blgm.ca

**PROUDLY SPONSORED BY**  
JAGUAR LAND ROVER HALIFAX



# INVESTING IN OUR COMMUNITY

## Proudly Supporting Halifax Oceanics Cycling Team

Audi Halifax is thrilled to continue our partnership with the Halifax Oceanics Cycling Team. We admire their commitment, dedication, and community spirit as they push their limits and strive for excellence. We're proud to support local athletes and encourage everyone to cheer on the Oceanics this season!

*Submitted By: Shawn Ryder, Audi Halifax*



## Managers on the Move: A Day on the Green with Experience Hyundai

Our leadership team — Moe, Matt, Chris, and Luke — traded in the office for the fairway as they proudly took part in the UPEI Panthers Golf Tournament at the stunning Fox Meadow Golf Course, sponsored by Experience Hyundai.

It was a fantastic day of community, connection, and a few solid swings (and maybe a few mulligans too!). Experience Hyundai was proud to support the Panthers and join other local businesses and organizations in giving back through sport.

We also brought along a showstopper — the all-new IONIQ 9. With its sleek design and cutting-edge EV tech, it turned heads all day long.

Thanks to UPEI for hosting a great event — we were thrilled to be part of it!

*Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai*



(L-R): Luke Gaudet, Matt Fraser, Chris Hedefine & Moe Dayfallah



## Steele Mazda Hosts Make-A-Wish Send-Off for Dean

We had the incredible privilege of welcoming Dean and his family to our showroom for a special Make-A-Wish send-off celebration. Dean's wish was to attend the Formula 1 Canadian Grand Prix in Montreal on June 15th - and thanks to Make-A-Wish, he was able to experience it alongside his entire family!

*Submitted By: Hope Young, Marketing Specialist, Steele Mazda*



## Richard Conrod Scholarship Fund

The Richard Conrod Scholarship was established in 2001 in memory of Richard Conrod, Steele Chrysler's Service Manager, who passed away in 2000. Each year, a \$2,500CND /\$2,000US scholarship is awarded to the child of a Steele Auto Group employee.

This year we had several applicants, all scholarship worthy. The Committee chose the top two submissions and awarded them the \$2500 Scholarship funds. They were:

**Brandon Winton**, son of Richard (Ric) Winton, Automotive Tech at Volvo of Halifax, AND **Breton Hayden**, daughter of Keith Whitaker of Steele VW Dartmouth!

We wish you both every success in your upcoming school year and your future goals!

*Submitted By: Diane Bernard, Executive Assistant to the President, Head Office*



# INVESTING IN OUR COMMUNITY

## Discover Kia Takes the Ice

At Discover Kia, we're proud to support local — and there's no better way to show that spirit than teaming up with our hometown hockey heroes, the Charlottetown Islanders! In May, we took our sponsorship to the next level by bringing three of our most popular models right onto the ice at the Eastlink Centre. Making their chilly debut on ice were the Kia K4, Sorento and the ultra-spacious Carnival. But the real star of the show? SLY THE FOX himself — spotted lounging in the back of the Kia Carnival like he owned it! Rumour has it he was trying to trade his skates for heated seats... and honestly, who can blame him?

It was a night full of fun, local pride, and unforgettable moments as fans got to see the best of Kia and the best of PEI hockey in one epic intermission. We're thrilled to continue supporting the Islanders and being part of what makes this community so special.

*Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai*



(L-R): Mickey MacDonald, Sly the Fox & John MacPherson



## Sun-Kissed & Grateful: Supporting Mental Health at Golf For Life

On a beautiful June day filled with sunshine, smiles, and swings, Subaru of Charlottetown was proud to sponsor the 25th Annual Golf for Life Tournament in support of CMHA PEI.

Held at the stunning Andersons Creek Golf Club, this year's event wasn't just a success — it was record-breaking. Together with an incredible group of sponsors, volunteers, and community members, over \$57,000 was raised to support vital mental health programs and services across Prince Edward Island.

We were honoured to stand alongside other passionate supporters of mental wellness, and grateful to see such a strong turnout of teams and individuals "teeing off for a cause." From the laughter on the greens to the kindness shared throughout the day, it was a powerful reminder of what community can achieve when we come together.

Thank you to CMHA PEI for hosting another unforgettable tournament — and to everyone who played a part in making it the most successful Golf for Life yet.

We're proud to drive change, both on the roads and in our community.

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



## 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](https://steeleauto.com/newsletter)**



# OUR PEOPLE

## Celebrating Excellence at Steele Ford Lincoln

We're proud to recognize four outstanding team members who have been honoured with Ford My Rewards Recognition Awards for 2024 — a prestigious program that celebrates excellence across all areas of the dealership.

From left to right:

Ahnaf Beg — Service Silver  
Mike Weaver — Sales Silver  
Sarah Murphy — Service Gold  
Trish Boutillier — Service Gold

Their commitment to guest experience, product expertise, and all-around performance sets them apart as true leaders in our dealership and our community.

Congratulations to all!

*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



(L-R): Ahnaf Beg, Mike Weaver, Sarah Murphy & Trish Boutillier

## Top Sales Congratulations

Congratulations to 3 Members of the Steele GMC Round Rock for achieving Top 5 Status in Sales. Pictured are Luis Rios, Steve David, Bryan Mathes and Jay Reed at our Top Sales Dinner held on May 29.

*Submitted By: Steve David, General Manager, Steele GMC of Round Rock*



(L-R): Luis Rios, Steve David, Bryan Mathes & Jay Reed



(L-R): Luis Rios, Bryan Mathes & Steve David

## Best Way to Start the Journey at Colonial Honda

At the end of March, we celebrated our two newest sales representatives for their quick integration into the team and company culture. Proof is that both of them went all the way to the top performance spots in Used Vehicles for the month, and also, incredibly, both combined delivered 38 vehicles, New & Used, in their "very first month".

It isn't about meeting targets, it is about a strong team and a family culture within the company. Steve and Neeraj, welcome to the Colonial Honda team and the Steele Auto family.

*Submitted By: Jefferson Iza, Sales Manager, Colonial Honda*



(L-R): Steve Dales, Jefferson Iza & Neeraj Sharma

## City Chrysler Family & Friends Beach Day/Canada Day Celebrations

To celebrate our recent performance as a dealership, we gathered at Pasadena beach on Canada Day for a BBQ with all our staff and their families/friends.

*Submitted By: Alex Snow, General Manager, City Chrysler*



(L-R): Alex Snow, Paul O'Brien & Trevor Janes



# OUR PEOPLE

## We Have a Summit Winner

Join us in congratulating George Smith on achieving Summit Status in 2024 — a recognition awarded to a select group of Ford consultants who lead not only in sales but also in customer experience.

George continues to deliver excellence year after year, and we're proud to have him on the team!

*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



(L-R): Mike Currie, George Smith & Darrell Smith

## Top Sales Canada Congratulations

On June 19, Kim Day, President, along with Natalie Meretsky, VP, Tim Peacock, VP and Ruth Meagher, Director of HR, joined our Top Sales Winners for our annual awards dinner, as well as a Harbour cruise on the beautiful ship - Viva Knivel. It was a fantastic event for everyone to celebrate the hard work and achievements all year!

*Submitted By: Diane Bernard, Executive Assistant to the President, Head Office*



(L-R): Mitchell Langille - Jaguar Land Rover Halifax, Kim Day, Ran Jin - Jaguar Land Rover Halifax



Marc Williams - Mercedes St.John's NL & Kim Day

## Celebrating Sandra Smith on Administrative Professionals Day

On Administrative Professionals Day, we took a moment to celebrate and recognize the outstanding contributions of Sandra Smith, one of the key pillars of our team at Subaru of Charlottetown. Sandra's dedication, exceptional organization, and warm, positive spirit have long been at the heart of our daily operations. Her behind-the-scenes efforts ensured everything ran smoothly — from supporting our staff to delivering great customer experiences. Thank you, Sandra, for being such a vital part of our Subaru family. Your contributions make a lasting impact every single day.

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



## Gratitude Message

Waking up every day, getting ready for work, and heading out with a genuine smile on your face — that's not something to take for granted.

Being part of a healthy, supportive, and positive workplace environment is truly a blessing. When you work alongside people who uplift each other, value teamwork, and create space for growth, work doesn't feel like "work" — it feels like purpose.

Grateful to be in a place where motivation comes naturally, and where success is shared and celebrated as a team.

Let's never underestimate the power of a healthy workplace.

*Submitted By: Ahmed Saad, Sales Specialist, Gander Toyota*





# OUR PEOPLE

# Congratulations!

## 2024 TOP SALES PERFORMERS

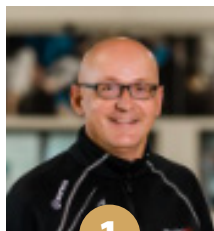
Each and every year, our amazing Sales Experts go above and beyond, and this year was no exception. Their dedication to building strong customer relationships, delivering exceptional service, and consistently exceeding expectations has placed them among the top sales performers across Canada and the United States.

These results are a direct reflection of their passion, expertise, and commitment to the Steele Auto Group values. The numbers speak for themselves, but it's the hard work, teamwork, and customer-first approach behind those numbers that truly set our team apart.

Congratulations to all our top performers for this well-deserved recognition!

*Submitted By: Diane Bernard, Executive Assistant to the President, Head Office*

### IMPORTS



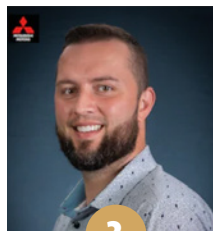
1

Sheldon Martin  
Steele Honda



2

Steven Qiang  
Steele Volkswagen



3

Jason Carlson  
Steele Mitsubishi



4

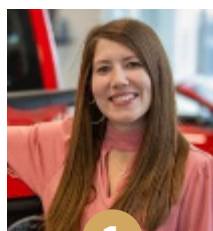
Ian Wang  
Steele Mazda St. John's



5

Rafik Gerges  
Steele Mitsubishi

### DOMESTIC



1

Jenelle Hickey  
Humber Ford



2

Jarrett Fowler  
Steele Chevrolet Dartmouth



3

Tristian Croft  
Steele Chevrolet Dartmouth



4

Justin Matthews  
Tantramar Chevrolet



5

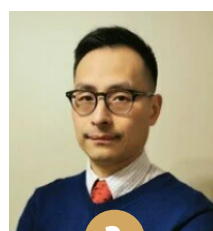
John Hynick  
South Shore Chevrolet

### LUXURY



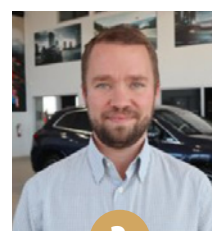
1

Mitchell Langille  
Jaguar Land Rover Halifax



2

Ran Jin  
Jaguar Land Rover Halifax



3

Marc Williams  
Mercedes-Benz St. John's





# OUR PEOPLE

# Congratulations!

## 2024 TOP SALES PERFORMERS

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Congratulations to all our top performers for this well-deserved recognition!

Submitted By: Diane Bernard, Executive Assistant to the President, Head Office

### IMPORTS



1

Preston Gleason  
Steele Hyundai  
New Braunfels



2

Chad Bovero II  
Steele Hyundai Kyle



3

Jeffery Bennett  
Steele Hyundai  
New Braunfels



4

Brittan Tate  
Steele Hyundai Kyle

### DOMESTIC



1

Ryan Mulvaney  
Steele Chrysler Gonzales



2

Luis Rios  
Steele GMC Round Rock



3

Jay Reed  
Steele GMC Round Rock



4

Bryan Mathes  
Steele GMC Round Rock



5

Josh Crouch  
Luling Chevrolet





# OUR PEOPLE

## Promotion Alert

As an auto group that takes pride in training and developing talent, we're thrilled to announce that our beloved Lincoln Ambassador and superstar Ford Sales Associate, Stephen Christie, has been promoted to Sales Manager at Steele Volkswagen!

While he will be greatly missed at Steele Ford Lincoln, we know the Steele Volkswagen team and its customers are in excellent hands. Stephen's wealth of experience—especially in delivering a premium, luxury experience to his Lincoln clients—makes him the perfect fit for this leadership role.

This is a proud and exciting moment for all of us at Steele Ford Lincoln and across the Steele Auto Group Congratulations, Stephen!.

*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



Stephen Christie & Mike Currie

## Celebrating 24 Years with Gaylene McQuaid

We proudly celebrated an incredible milestone - Gaylene McQuaid's 24th anniversary with Discover Kia! Gaylene has been the heart of our accounting department since 2001, and her unwavering commitment, precision, and professionalism have been a cornerstone of our success. Whether it's keeping the books balanced or supporting her teammates with a smile, Gaylene does it all with excellence and grace.

Her years of service are a true reflection of loyalty, leadership, and hard work. We can't thank her enough for the difference she's made — and continues to make — every day.

Gaylene, thank you for everything you do. Here's to 24 remarkable years and many more to come!

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



## Meet Aldren, Your Lincoln Concierge

We're excited to welcome Aldren, our dedicated Lincoln Concierge!

Whether you're a current Lincoln owner or just beginning your journey into luxury, Aldren is here to guide you through the benefits, services, and experiences Lincoln offers.

From coordinating service appointments to arranging exclusive loaners and managing our industry-leading valet pick-up & delivery, Aldren's goal is simple: to make your ownership experience smooth and exceptional.

Ready for true luxury? He'll help you get there.

*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



## Georgian College Graduates 2025

On the evening of May 13, 2025, Steele Auto Group Leadership proudly attending the 2025 annual Automotive School of Business Alumni Dinner in recognition of our Georgian College Graduates. Congratulations again to you all and we are very proud of your achievement!

*Submitted By: Diane Bernard, Executive Assistant to the President, Head Office*



Graduates include (in no order): Jake Bernard, Moe Dayfallah, Cody Francis, Taylor Hessian, Sachdev Aseem, Anthony Stundo & Tom White

# OUR PEOPLE

## Birthday Congratulations

A big congratulations to Marsha Hare on celebrating her 50<sup>th</sup> birthday!

Thank you, Marsha, for all that you do as Controller at Steele GMC and Fredericton Hyundai. Your dedication, leadership, and hard work make a lasting impact every day. Wishing you a fantastic birthday and an even better year ahead!

*Submitted By: Jacqueline Lahey, Director of Finance, Head Office*



## A Little Food Truck Fun for Staff Appreciation

The Steele Ford Lincoln team enjoyed a well-deserved lunch — and it did not disappoint! From juicy burgers and chicken sandwiches to loaded fries and all the toppings you could dream of, everything was absolutely delicious.

Big thanks to the Chef Inspired Group of Restaurants for serving up an incredible meal and helping us show some love to our amazing team!

*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



## Celebrating Our Administrative Superstars

At Experience Hyundai, we were proud to shine a spotlight on the incredible individuals who keep our team moving forward with efficiency, organization, and heart on Administrative Professionals Day.

From right to left: Ying Li, Dianne Bruce, Rebecca Floyd, and Luke Gaudet — also known as our behind-the-scenes dream team at Action Corner!

Their tireless work ensures smooth operations across departments, and their attention to detail, problem-solving skills, and warm energy do not go unnoticed. Whether it's supporting customers, team members, or the day-to-day hustle, these four bring their best to everything they do.

Thank you for being the backbone of Experience Hyundai. We are truly grateful for each of you — today and every day!

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



## Congratulations, Lloyd Fisher!

Congratulations to our Outside Commercial Parts Sales Associate, Lloyd Fisher, named Top Ford CPWD Salesperson in the Atlantic District for 2024!

As a Ford Certified Parts Wholesaling Dealer, wholesale parts are an important part of our business — and Lloyd continues to lead by example.

He's known for top-tier customer service:

- Always takes your call
- Finds the right parts and solutions
- Supports every shop — no order too small

From gloves and rags to engines, Lloyd has you covered.

Help us celebrate this well-deserved recognition!

*Submitted By: Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



## Top Sales Congratulations

I would like to congratulate Josh Crouch on his return to the top salesperson list. He was able to achieve this in just ten months for the calendar year 2024!

*Submitted By: Submitted By: Ryan McLaughlin, General Manager, Luling Chevrolet*





# OUR PEOPLE

## Parts Department Employee Shout Outs

I would like to give two shout-outs for two fabulous Parts Department employees.

First is Cliff Hunter. The ever dependable and helpful Cliff. He rises to any challenge given to him and offers me great support in the Parts Department.

Second is Rob Heard. Multi-tasking Rob wears many hats and also many cardigans!

Thanks for everything you do to help me and the contributions you make to our successful Parts Department.

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



Cliff Hunter



Robert Heard

## Over 130 Years of Experience

Today we celebrated some incredible work anniversaries! This month, we're proud to recognize a remarkable 11 team members hitting milestones in May.

Even though not everyone was in attendance, the appreciation and team spirit were definitely in the air.

- Mike Mosher - 37 years
- Al Teal - 37 years
- Kevin Singer - 19 years
- Wayne Haggett - 15 years
- Stephen Christie - 7 years

- Brendan Donovan - 6 years
- Sean Stewart - 6 years
- Dyson Lee-Deer - 2 years
- Keaton Percival - 2 years
- Jay Chaudhari - 1 year
- Adrienne Ghobril - 1 year

Happy Work Anniversary to all! Thank you for everything you do! We're lucky to have you on the team!

*Submitted By: Michael Currie, General Manager,  
Steele Ford Lincoln*



(L-R): Dyson Lee-Deer, Mike Currie, Jay Chaudhari, Stephen Christie, Brendan Donovan, Wayne Haggett, Al Teal, Mike Moser, Sean Stewart & Adrienne Ghobril

## Celebrating Our Incredible Receptionist, Kim

A Huge Shoutout to the Incredible Kim MacLean! Celebrating the Heart of the Hustle at Discover Kia.

Today on Administrative Professionals Day, we're thrilled to recognize someone who keeps our engine running smoothly every single day — Kim MacLean!

Behind the scenes at Discover Kia, Kim is the powerhouse who keeps us organized, focused, and always moving forward with a smile. From juggling schedules to supporting every corner of the dealership, Kim's dedication and positivity never go unnoticed. Thank you, Kim, for being the heart of the hustle!

*Submitted By: Kristen Diane, Marketing Specialist, Discover Kia*



### STAY CONNECTED:



# OUR PEOPLE

## Graduate Alert

Please join us in congratulating Doug Kiley (left) and Malcolm Ramia (right) on successfully completing the 5-day First Canadian Financial Services training!

At Steele Auto Group, we believe that exceptional customer service begins with investing in employee education. We truly appreciate the dedication shown by Doug and Malcolm, and we extend a big thank you to First Canadian for delivering such a valuable and impactful course.

Well done, team!

*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



(L-R): Doug Kiley, Mike Currie & Malcolm Ramia

## Celebrating Excellence at Colonial Honda

We are thrilled to announce that five of our sales professionals have been honoured in the prestigious Honda Council of Sales Program, which recognizes the top 25% of sales associates across the entire Honda network. This achievement highlights their dedication to delivering outstanding customer experiences and achieving exceptional sales volume.

Congratulations to Georges Mourad, Scott Peters, Tabitha Giles, Bruce Vickery, and Rick McIntyre for their hard work and consistent performance! Their commitment to excellence sets them apart and makes a lasting impact on both our dealership and the customers they serve.

We are incredibly proud of their success and look forward to seeing them continue to excel in the years to come. Thank you, Georges, Scott, Tabitha, Bruce, and Rick, for your dedication and for always going above and beyond!

*Submitted By: Jonathan Bonang, General Manager, Colonial Honda*



## A Win For The Ages – Congratulations, Chris Hedefine!

We were thrilled to celebrate a remarkable achievement by our very own Used Car Manager, Chris Hedefine, who recently led the Pownal Red Devils to a historic victory on the ice!

On April 13th, in Grand Falls-Windsor, Newfoundland and Labrador, Chris coached the Red Devils to a thrilling 4-3 overtime win against the Eastern Hitmen, securing the Atlantic U13 AAA Championship. This victory is believed to be the first time in over 30 years that a team from Prince Edward Island has claimed this prestigious title — making it not just a win, but a milestone moment in Island hockey history.

We couldn't be more proud of Chris and the entire Red Devils team for their dedication, leadership, and unforgettable performance.

*Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai*



## Over 30 Years of Dedication at Colonial Honda

This April, we're proud to celebrate a major milestone for three long-time team members —Darrell Clark, Steven Finch, and Herb Gallant—who have each been part of the Colonial Honda family for over 30 years.

Their continued dedication and loyalty over the decades have been an important part of our success and growth. It's rare to see that kind of long-standing commitment, and we're truly grateful for everything they've contributed.

Please join us in congratulating Darrell, Steven, and Herb on this incredible achievement!

*Submitted By: Jonathan Bonang, General Manager, Colonial Honda*





# OUR PEOPLE



## Steele Ford Lincoln 2024 Technician Awards

Congratulations to the hard-working technicians on a successful 2024.  
We are all so proud of the work you do here!

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

### Additional Sales Award

1<sup>ST</sup> PLACE  
COLIN COGAN  
  
2<sup>ND</sup> PLACE  
KEATON PERCIVAL  
  
3<sup>RD</sup> PLACE  
KENNY ZINCK  
  
APPRENTICE  
JARRETT HOULE

### Outstanding Proficiency Award

KENNY ZINCK  
ADAM CRAIG  
ART VISSER  
COLIN COGAN  
JAMIE SWEETE  
KEATON PERCIVAL  
KEVIN SINGER  
RON JAMIESON

### Sales Goal Achievement Award

KENNY ZINCK  
ADAM CRAIG  
ART VISSER  
SEAN STEWART

### Top Customer Satisfaction Award

ART VISSER  
BRENDAN DONOVAN  
COLIN COGAN  
DYSON LEE DEER  
JARRETT HOULE  
KENNY ZINCK  
KEVIN SINGER  
MATTHEW SHI  
NOAH STANLEY  
PARTH KAGATHARA

### Leadership Award

BRANDON MAXWELL  
ART VISSER  
KEATON PERCIVAL

### Role Model Award

ART VISSER  
KENNY ZINCK

### Mister Congeniality Award

DYSON LEE DEER  
PARTH KAGATHARA

### Tire Rush Perfect Attendance Award

ART VISSER  
BRANDON MAXWELL  
KENNY ZINCK  
PARTH KAGATHARA

### Most Clean Bay Award

KEVIN SINGER  
COLIN COGAN

### Positive Attitude Award

PARTH KAGATHARA

### Hard Worker Award

PARTH KAGATHARA  
JARRETT HOULE

### Loyalty Award

10 YEARS OF SERVICE - COLIN COGAN  
5 YEARS OF SERVICE - BRENDAN DONOVAN  
5 YEARS OF SERVICE - SEAN STEWART





# DEALERSHIP NEWS

## Steele Valley Chev – Big Smiles, Warm Hugs, & Happy Trails

On April 11, 2025, we were thrilled to welcome back Chris Kelvey, our legendary BBQ expert, to Steele Valley Chev as our General Manager! His leadership and unique spirit have been greatly missed, and it's wonderful to have him back at the helm of our team.

We would also like to express our deep gratitude to Taylor Hessian for the exceptional support she provided during this transition period. Her unwavering positivity, compassion, and charm played a crucial role in helping us navigate the changes smoothly. Taylor's ability to motivate and inspire those around her allowed us to maintain our focus and strive for excellence each day. Thank you once again, Taylor. It has been a true privilege to work alongside such an ambitious and dedicated leader.

Under Chris Kelvey's leadership, we look forward to reaching new heights at Steele Valley!

*Submitted By: Afifa Qurath, AP Clerk,  
Steele Valley Chevrolet GMC Buick*



## Exciting Q5 & A5 Launch Event – A Huge Success

Thank you to everyone who joined us at Audi Halifax for the exclusive launch of the stunning new Audi Q5 and A5! It was a fantastic day filled with excitement, test drives, and incredible feedback. Visitors had the opportunity to experience firsthand the innovative technology, luxurious comfort, and powerful performance that set these vehicles apart.

*Submitted By: Shawn Ryder, Marketing, Audi Halifax*



## 2024 Mazda Excellence Award Winner - Steele Mazda St. John's

For a record second year in a row, Steele Mazda St. John's has been awarded the Mazda Excellence Award! This award represents the highest honour a Mazda in Canada Retailer can earn and reinforces key performance indicators, including retention, share growth, and profitability.

Points are earned by outperforming in the following categories:

1. AOR Market Share
2. Return On Sales (ROS)
3. Service Retention
4. RV & Online Purchase Percentage
5. Mazda Added Protection (MAP) Percentage
6. Service Customer Communication Tool Utilization

The Mazda Excellence Award recognizes 24 top-performing dealers in the country, split by region and retailer volume. In the high-volume category (300+ retail units annually), 14 awards were given out nationally, and only 1 in Atlantic Canada, with Steele Mazda St. John's as the winner!

Winning this award for the second year in a row is a true testament to the teamwork and dedication shown by each and every employee on a daily basis. We are truly proud of every one of them, for they are the reason for our success.

*Submitted By: Colin Rice, General Manager, Steele Mazda St. John's*





# DEALERSHIP NEWS

## Ford Brought the Competition for a Day of Fun and Education

Shout out to the Ford Motor Company and their training crew for making the day interactive, fun and educational

Tons of fun sharing the experience with members of our all-star sales team, George E. Smith, Michael Abrams, Logan Simon & Bhavneet Kaur. I appreciate the dedication to the brand and recognition of the importance of getting educated to serve our clients better. It is not always easy for salespeople to leave the store.

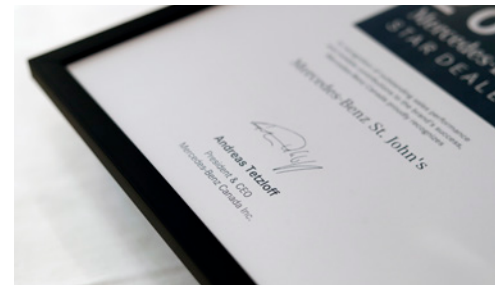
*Submitted By: Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



## Mercedes-Benz St. John's - Star Dealer 2025

Mercedes-Benz St. John's is deeply honoured to be named one of seven 2025 Star Dealers by Mercedes-Benz Canada, a tribute to our team's dedication. The hard work of our sales, service, and parts teams has driven remarkable growth and exceptional client satisfaction in 2024, ensuring every client feels truly valued. This award celebrates each team member's efforts in making 2024 a success, and we're excited to build on this milestone in 2025 as we elevate the luxury buying experience in Newfoundland & Labrador. Thank you to our team and clients for making 2024 a year to remember!

*Submitted By: Reid Martin, General Manager, Mercedes-Benz St. John's*



## Elegance Meets Innovation at Gingerwood

Experience Hyundai was proud to be a part of one of Prince Edward Island's most elegant equestrian events — Dressage at Gingerwood, hosted at the beautiful estate of Danny Murphy. As sponsors of this prestigious showcase of sport and style, we brought our own touch of luxury and performance to the event by displaying three standout models on the grounds: the Santa Fe, IONIQ 9 and the Tucson Ultimate.

Surrounded by immaculate grounds, world-class horses, and a passionate community, our vehicles fit right in with the atmosphere of excellence. Guests had the chance to explore the vehicles up close between events, and the response was fantastic! We're honoured to support local events that celebrate grace, power, and precision — values that align with both dressage and the Hyundai brand. Thank you to Gingerwood and the Murphy family for including us. We look forward to returning next season!

*Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai*



## A Pitch Perfect Partnership

Steele Volkswagen is thrilled to announce we are the official Pitch Patrol Partner of the Halifax Wanderers Football Club for the 2025 season.

As part of this exciting partnership, we'll be bringing electric energy (literally) to every home game with the all-new, fully electric Volkswagen ID.Buzz on site. It's the perfect partnership — two local teams driven by passion, performance and community spirit.

See you on the pitch!

*Submitted By: Julie Guy, Marketing Specialist, Steele Volkswagen*





# DEALERSHIP NEWS

## Experience Hyundai Team Night Out

At Experience Hyundai, we know that great teamwork doesn't stop at the dealership doors — it extends into how we connect, unwind, and celebrate the wins together. That's why we were thrilled to host a fun-filled Team Night Out at Sims Steakhouse, Charlottetown, to say thank you to the incredible people who make EH what it is!

The night was packed with laughter, connection, and well-deserved fun, giving our hard-working crew a chance to kick back, relax, and enjoy each other's company outside the showroom floor. Events like these remind us that it's not just about selling cars — it's about building a strong, united team that supports one another and creates a workplace we're proud to be part of.

*Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai*



## Audi Halifax Teams Up with Blended Athletics for Hyrox Event

Audi Halifax was excited to partner with Blended Athletics for the thrilling Hyrox fitness competition. This event showcased athletes from across our community, highlighting their incredible strength, endurance, and determination. It was an inspiring event celebrating fitness, fun, and community spirit.

We look forward to supporting more events that bring our community together!

*Submitted By: Shawn Ryder, Marketing, Audi Halifax*



## From Classroom to Career: NSCC Apprentices Join Our Team

Steele Ford Lincoln is proud to partner with the NSCC Automotive Service & Repair program, supporting the next generation of skilled technicians right here in Nova Scotia.

From classroom to service bay, these students are gaining hands-on experience, real-world skills, and a clear path to rewarding careers in the automotive industry.

A huge thank you to NSCC for fostering local talent — and to the incredible students whose passion and dedication are driving the industry forward. We've truly enjoyed having you all as part of our team.

- Ashton Melancon — Steele Ford
- Akshay Sajeev — Steele Ford

We're not just servicing vehicles — we're investing in the future.

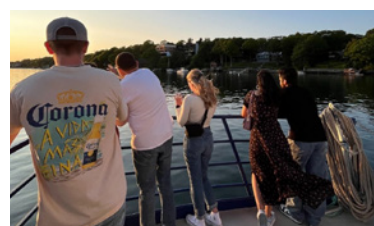
*Submitted By: Michael Currie, General Manager, Steele Ford Lincoln*



## A Record-Breaking May at Colonial Honda

May was a record-breaking month at Colonial Honda, with the most new and used vehicles sold in Colonial Honda history! This incredible achievement is a testament to our team's hard work and dedication. To celebrate, we set sail on a scenic cruise through the Halifax Harbour aboard the Kwartha Spirit — the perfect way to unwind and enjoy the success together. Congrats to the entire team on this amazing accomplishment!

*Submitted By: Jonathan Bonang, General Manager, Colonial Honda*





# ...AND IN OTHER NEWS

## From Dreams to Citizenship: a Journey of Perseverance and 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 Supercentre, 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, Parts Advisor,  
Fix Auto - Halifax*



## Thankfulness

I wanted to give a big THANK YOU to Rob Steele, our Founder and CEO, MaryBeth and anyone who was involved with setting up the Brett Kissel concert on April 5th, 2025. A paid-for gift for the staff for their hard work was a real treat, and a testament that this company truly cares about its employees, not only providing a ticket for the staff member, but also allowing the opportunity for us to bring a guest of choice. I brought my mother, who was extremely grateful, and it gave the two of us memories that we can store in that memory bank, and it also provided us with a check off that bucket list in life. I know that I can confidently express on behalf of everyone that we enjoyed ourselves.

Thank you so much, it can never be enough to express my gratitude.

*Submitted By: Jessica Bona, Reception/Accounting,  
Volvo of Halifax*



### STAY CONNECTED:



# ...AND IN OTHER NEWS

## HR Team - Nominated at CPHR Nova Scotia Awards Celebration

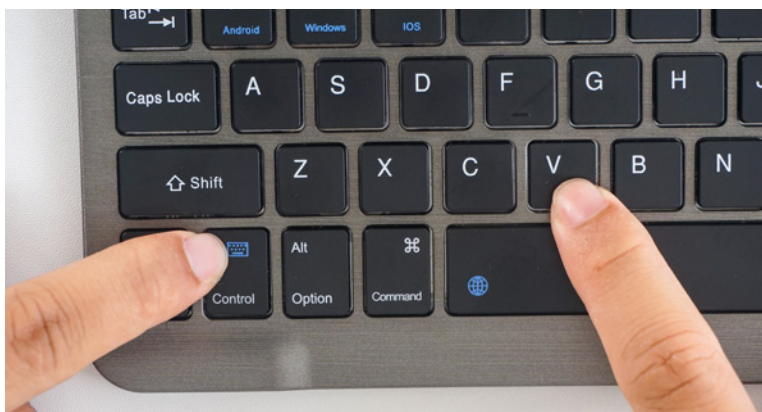
Steele Auto's HR team had the privilege of attending the 2025 CPHR Nova Scotia Awards Celebration, where they were nominated for the Large HR Team of the Year award. While they came in a close second this year, the recognition itself is a testament to the dedication, passion, and hard work of this phenomenal team, who consistently go above and beyond to support our people and organization. Congratulations HR Team.

*Submitted By: Alysha Macpherson, Talent Acquisition Specialist, Head Office*



(Back row L-R): Brynley Horsfield, Ken Geddes, Jessica Bruinsma, Emma Pellerine, Ruth Meagher, Cody Hiscock & Natasha Jarvis

(Front row L-R): Alysha MacPherson, Katie Hall & Tracey Burke



## Keyboard Shortcuts to Make Your Day Easier

In this often fast-paced automotive environment, every minute counts. Consider some of these handy keyboard tricks to save yourself a bit of time

1. Keyboard Shortcuts are always faster than using only a mouse. Highlight (click and drag over text or photos) and then press CTRL+C to copy. You can hit CTRL+V to paste somewhere else.
2. Copy a lot of stuff through the day and need to pull up something from earlier? Hold the 'Windows' key and press V. This brings up a handy clipboard history that you can go through!
3. Did you know you can 'Tile' windows? While in a program (e.g. Chrome, Word, Excel, Repair Center, Global Connect, etc), you can hold the Windows key and press an arrow key. This will snap your currently selected window to a different side of the screen. You can then do the same with another window to help maximize screen real estate.
4. Pressing CTRL and E in most programs will jump you right to the search bar. This works in Windows itself, Chrome, Edge, Outlook, all kinds of apps.
5. 'Print Screen' key on your keyboard has a lot more power than it did even a decade ago. Now it brings up the 'Snipping' tool directly. This lets you take a snapshot of any area on your screens and saves it to the clipboard. You can then paste that image wherever you need it (in an email to show someone, for example).

As always, don't be afraid to ask IT anything through our ticket system. Available from any web browser, including on your cell phone: [tac.steeleauto.com](mailto:tac.steeleauto.com).

*Submitted By: Gregory Davis, Helpdesk Manager, Head Office*

## Elvis Was in the Building

Elvis stopped by Steele Mazda Dartmouth to help us wish a rockin' happy birthday to our Sales Manager, Paul! We hope your day was nothing but a hunka hunka good times!

*Submitted By: Hope Young, Marketing Specialist, Steele Mazda*



## STAY CONNECTED:





# SAFETY



## Insurance Claims: Timely Reporting Matters

When it comes to insurance claims, whether you're dealing with property damage, liability issues, or workplace incidents, one simple step can make all the difference: timely and accurate reporting.

### Why Reporting Matters

Every claim we handle is part of a broader commitment to protect our people, our assets, and our operations. Delays in reporting incidents—no matter how minor they may seem—can:

- Complicate the claims process
- Delay resolution and compensation
- Increases the chance of missing information

Timely reporting helps insurers investigate events while evidence is fresh, witnesses are available, and documentation is clear. It also enables faster decision-making, reducing downtime and restoring operations sooner.

### Your Role in the Process

Here's how you can help streamline insurance claims:

- Report immediately – As soon as an incident occurs, notify your manager and follow internal reporting procedures.
- Document thoroughly – Take notes, photos, and gather any relevant documents or witness statements.
- Follow up – Ensure the report reaches the appropriate department or insurance liaison without delay.

### Final Thought

Insurance is a safety net—but it only works when we act promptly. By reporting early and accurately, you protect not only your team but the entire organization.

*Submitted By: Janice Kehoe, Insurance & Risk Administrator, Head Office*

## Strengthening Safety: A Message from Rea O'Leary

Hello Steele team, my name is Rea and I'm your new Health and Safety Officer. I'm very excited to be part of your team and am looking forward to getting to know you and supporting you in developing and maintaining a strong health and safety culture.

I will be taking the opportunity to come and meet you in person! While visiting, you can expect that I will take the time to speak with you and your fellow team members, to take a look at your premises, both public spaces and rooms that may be locked, and to engage with you in a positive and collaborative way.

We are working hard to introduce some transformative improvements in how we handle safety on a daily, weekly, and monthly basis. There are new programs and processes being developed that will help to ensure that we are consistently achieving best practice standards across all business units. We will also ensure that we are supporting you with the training and guidance you need to use these new tools to their fullest potential.

I look forward to meeting you, and I would like to thank you all for such a warm welcome.

Rea O'Leary, CRST

#safetynerd

*Submitted By: Rea O'Leary CRST, Health and Safety Officer, Head Office*



## The Keys To Safety

PPE Matters!

- PPE is there to help protect you from hazards.
- Wear your PPE and wear it correctly!
- Whose job is it to make sure you're wearing your PPE? It's yours!
- Whose job is it to ensure your co-workers are wearing their PPE? It's yours!

We all have responsibilities to ensure that everyone is working in a safe manner, and that includes wearing PPE. Safety is everyone's responsibility!

*Submitted By: Rea O'Leary CRST, Health and Safety Officer, 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](http://www.steeleauto.com) for all current openings or apply by emailing: [hr@steeleauto.com](mailto:hr@steeleauto.com)

STAY CONNECTED:

