



Q3
2025

IN THIS ISSUE

TRUCK PULL FOR
UNITED WAY OF
GREATER MONCTON

PAGE 2

ANCHORED IN
COMMUNITY, DRIVEN
BY ADVENTURE

PAGE 3

PET PHOTO FUNDRAISER

PAGE 4

STEELE AUTO'S
CARNIVAL: FUN, FOOD
& FUNDRAISING

PAGE 5

WORLDS LARGEST
DEALERSHIP FOOD
DRIVE

PAGE 6

REMEMBERING
CODY CROWLEY

PAGE 7

RETIREMENT OF
A VJLRP ICON

PAGE 8

30 YEARS IN THE SAME
BAY – DONNIE'S BIG
MILESTONE

PAGE 11

THE ECI LOGO HAS A
NEW LOOK

PAGE 13

MY JOURNEY WITH
VOLVO CARS HALIFAX

PAGE 17

STEELE UNIVERSITY
IS LIVE

PAGE 18

STAY CONNECTED:



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.

A Message from the President



As we look back on the third quarter of 2025, I am incredibly proud of what our teams across Steele Auto Group have achieved together. This issue highlights not only our business accomplishments, but the spirit, generosity, and culture that make our organization truly exceptional.

From fundraising events in support of the IWK, the Janeway, Texas Children's Hospital, SPCA, and Special Olympics, to many other local community initiatives, your dedication to giving back continues to make a meaningful impact in the communities where we live and work. These efforts reflect the heart of who we are: Inspiring People to Drive Positive Impact in our Communities.

This quarter also celebrates many of our people - those reaching incredible service milestones, transitioning into retirement, joining us for the first time, and those we sadly had to say goodbye to. Every individual story reminds us that our strength comes from our people. Thank you for the professionalism, compassion, and teamwork you bring to your roles every day.

We are also excited to continue evolving as an organization. The introduction of Steele University, our investment in new learning and development tools, and ongoing innovation across departments help us build a stronger, more unified future. The refresh of the ECI brand and our continued talent expansion are important steps in ensuring we remain leaders in our industry.

To each and every member of our Steele Auto family - thank you. Your effort, pride, and commitment are seen and appreciated. Together, we will continue to grow, support one another, and make a positive difference in the lives of our customers and our communities.

Everything we do is driven by you.

Submitted by: Kim Day, President & COO

INVESTING IN OUR COMMUNITY

Truck Pull For United Way Of Greater Moncton

Another year, another first-place victory at the annual Truck Pull in support of United Way of Greater Moncton. Our team is proud to have brought home the trophy once again.

Congratulations to all participants for their outstanding efforts!

Submitted By: Tania Arsenault, Executive Assistant To The VP, East Coast International Moncton



(L-R): Richard Hache, Meghann Alexander, Joey Lavallee, Erin Petley, Joshua Adams, Gurbir Sidhu, Ian Jones, Evan Steeves, Dylan Ward, and Matt Davison.



Cruise-In for a Cause

On Saturday, August 30, the Steele Volkswagen team joined forces with the Vintage V Dubbers for their Summer Cruise-In, and what a day it was! The lot was full of classic Volkswagens, and the turnout from the community was fantastic. Best of all, the event wasn't just about cars.

Thanks to everyone who stopped by, we raised \$404 in support of our friends at the Nova Scotia SPCA. That's money that will go directly toward helping animals in need across our province. A big thank you to all staff who helped make the event possible, and to everyone who came out to enjoy the day. Events like these remind us how much fun it is when our community, our customers, and our team come together.

Submitted By: Julie Guy, Marketing Specialist, Steele Volkswagen



Mazda Paper Crane Project

Steele Mazda Dartmouth is proud to once again take part in the Mazda Paper Crane Project—a beautiful tradition and symbol of hope and peace. In Japanese culture, folding 1,000 paper cranes is said to grant a wish for health and recovery, inspired by the story of Sadako Sasaki. Each year, Mazda dealerships around the world contribute to this initiative in support of the Hiroshima Peace Memorial.

With the help of our incredible community, we're thrilled to share that we folded and sent over 1,000 paper cranes this year! Thank you to everyone who took the time to be part of something so meaningful. We can't wait to see how many we create together next year!

Submitted By: Hope Young, Marketing Specialist, Steele Mazda



Miracle Treat Day at Subaru of Charlottetown

Our Subaru of Charlottetown team had a sweet time celebrating Miracle Treat Day with some delicious Oreo Blizzards — the perfect way to cool off on a warm summer day. More importantly, Miracle Treat Day is about giving back. Proceeds from every Blizzard sold go directly to the IWK Foundation, supporting vital programs and services for children and families in our region. We're proud to take part in this annual initiative and to help make a difference in our community, one Blizzard at a time.

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



(L-R): Emily Le, Richard Wills, Tandra Schopf and Harris Campbell

INVESTING IN OUR COMMUNITY

SAG Charity Softball Tournament

What a terrific day again this year at our 2nd Annual SAG Softball Tournament!

Dealerships in Corner Brook, NL, kicked off the "Driven to Give Campaign" with some friendly competition.

Everyone battled hard and had plenty of fun. At the end of the day, the Hyundai Homers (Parkway Hyundai) were crowned this year's Champions!

Submitted By: David Brown, General Sales Manager, Parkway Hyundai



Top: Parkway Hyundai Left: Fairway Honda
Right: City Chrysler Bottom: Humber Motors Ford



Experience Hyundai Hosts Big Tent Carnival Event for the Community

On August 22nd, Experience Hyundai welcomed the community to our Big Tent event — a fun-filled day of games, excitement, and giving back. Attendees enjoyed a variety of activities, including a hockey shootout with Sly the Fox, the Charlottetown Islanders mascot, and a dunk tank featuring our Used Car Manager, Chris Hedefine.

The dunk tank was a team effort, with support from the City of Charlottetown and the Charlottetown Fire Department helping to fill it. All proceeds from the event were donated to the IWK Foundation, supporting children and families across the region.

It was an unforgettable day of community spirit, laughter, and connection, and Experience Hyundai is proud to bring together fun, philanthropy, and a love of cars in one exciting event.

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai

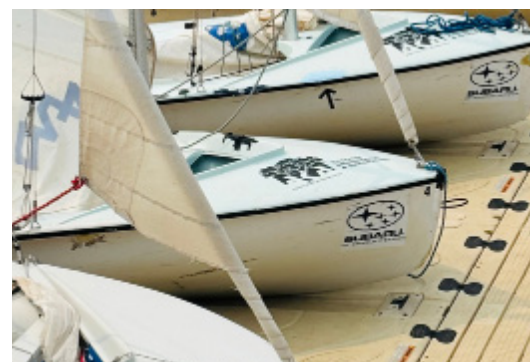


Anchored in Community, Driven by Adventure

Subaru of Charlottetown proudly sponsored the Junior Sailing Program at the Charlottetown Yacht Club — a summer initiative that gives young Islanders the chance to discover the sport, the art, and the excitement of sailing. Open to members and non-members, the Junior Sailing Program welcomes participants aged five and up. Beyond learning to sail, students develop lifelong skills such as confidence, independence, and teamwork — all while enjoying the beauty of Prince Edward Island's waters.

We are thrilled to support this program and the opportunities it creates for the next generation of sailors. From the docks of CYC to the shores of PEI, Subaru of Charlottetown is committed to empowering youth and strengthening 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:

steelauto.com/newsletter

INVESTING IN OUR COMMUNITY

Subaru of Charlottetown Proudly Sponsors the Subaru Trilobster Triathlon

On July 27th, Subaru of Charlottetown proudly sponsored the Subaru TriLobster Triathlon, held in beautiful Summerside, PEI. The event brought together athletes of all levels, each showcasing incredible determination, endurance, and community spirit.

We congratulate all of the participants who took on the challenge — your hard work and commitment were truly inspiring. We're also grateful to the City of Summerside and Triathlon PEI for hosting such a well-organized and memorable event.

Supporting events like the TriLobster Triathlon is an important part of our commitment to promoting active living, community connection, and the spirit of adventure. We look forward to being at the finish line again next year!

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



Kristen Diane represented Subaru of Charlottetown at the event



Pet Photo Fundraiser

I have been fostering Dogs with Fly With Me Animal Rescue for several years. Fostering has been one of the most rewarding experiences of my life.

Fly With Me has no shelters. Instead, foster families house the rescued dogs, let them decompress and provide a loving place until they find their forever homes. The rescue saves dogs from high-kill shelters in the Bahamas and Georgia and brings them to Nova Scotia to start their new lives.

Fly With Me rescues over 50 dogs per month and is always in need of new pet supplies, food, toys, beds, etc.

To help the rescue, Sky's Pet Grooming has graciously offered to do Holiday Pet photos, Saturday, November 29, from 12-4 pm at Steele Chevrolet, 636 Portland Street. These photos can be printed at the event or emailed to you. All photos will be by donation only, and 100% of the proceeds raised will be donated to Fly with Me Animal Rescue. We will also be collecting new or gently used pet supplies (food, toys, leashes, etc.) to help replenish the rescue's supply. A pet raffle basket will be on hand to purchase tickets as well. So bring your favourite pet by for an amazing photo and help an amazing rescue.

Submitted By: Shelby Davies, Receptionist, Steele Chevrolet



Otto is one of the many rescue dogs saved

U11 AA Baseball

Mercedes Benz St. John's were proud sponsor of the Paradise U11 AA baseball team. The season wrapped up September 17th.

Submitted By: Marc Lannon, Technician, Mercedes-Benz St. Johns



Grayson, son of technician Marc Lannon, hit 4 home runs in the year



INVESTING IN OUR COMMUNITY

Experience Hyundai Hosts BBQ & Car Wash Fundraiser For PEI Autism Society

On July 19th, Experience Hyundai hosted a BBQ car wash fundraiser in support of the PEI Autism Society. Our talented Detailer, Kevin, led the event — putting his usual “Suds for SIDS” fundraising efforts on hold to support this important local cause.

Guests enjoyed delicious BBQ while having their vehicles professionally washed, all in support of programs and services for individuals and families impacted by autism. The event was a great success, bringing the community together for a fun, meaningful day.

Experience Hyundai is proud to support local organizations that make a real difference, and we thank everyone who came out to participate and contribute to this fantastic cause.

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai



Steele Auto's Carnival: Fun, Food & Fundraising

On September 18, Steele Auto Group hosted our very first CARnival in support of the IWK through the Driven to Give campaign, and it was a huge success! The day was filled with excitement, from classic carnival games to a sizzling BBQ, all in support of a great cause. A special highlight was a heartfelt visit from an IWK Patient Ambassador, Gabriella, reminding us of all the impact these fundraising efforts truly have.

Thanks to everyone's support, we raised an incredible \$1,084 to help the IWK continue their vital work. A big thank you to all Steele Auto employees who volunteered their time and energy to make this event possible. Your teamwork turned a fun day into something truly meaningful.

Submitted By: Julie Guy, Marketing Specialist, Head Office



Kim Day, IWK Ambassador Gabriella and her father.



Steele Honda's Car Show Fundraiser

On August 16th, Steele Honda was proud to host our 4th Annual Car Show in support of the Leukemia and Lymphoma Society of Canada. Despite the challenges of ongoing wildfires in the province and the excitement surrounding the 2025 Canada Summer Games, the event saw an excellent turnout.

The show featured six categories with prizes awarded for best in class, along with a charity BBQ that was well received by attendees.

We are especially grateful for the strong support from the community, including volunteers from the Filipino Association of Newfoundland & Labrador Inc. and the LLSC, whose efforts contributed greatly to the success of the day.

We extend our sincere thanks to everyone who participated and supported this important cause, and we look forward to building on this success at next year's event!

Submitted By: Megan Lynch, Marketing & Merchandise Coordinator, Steele Honda



Sales Consultant, Josh Reid & Marketing & Merchandise Coordinator, Megan Lynch

STAY CONNECTED:



INVESTING IN OUR COMMUNITY

Subaru of Charlottetown Proudly Supports the Special Olympics PEI Gala

Subaru of Charlottetown was proud to sponsor and attend the Special Olympics PEI Enriching Lives Gala. The event was an inspiring celebration of community, sport, and inclusion — and together, an incredible \$410,000 was raised to support Special Olympics PEI programs throughout the year.

These programs provide athletes across Prince Edward Island with opportunities to grow, compete, and thrive both on and off the field of play.

We are so grateful to have been a part of this special evening and extend our heartfelt thanks to the organizers, athletes, families, and supporters who made this event such a resounding success.

At Subaru of Charlottetown, giving back to our community is something we take to heart — and we are honoured to stand alongside Special Olympics PEI in enriching lives through the power of sport.

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



Steele Auto Team Fredericton Packs Success Into Every Backpack

At Steele Auto, giving back to our community is more than a commitment — it's part of who we are. This back-to-school season, our Parts Managers, Mary and Kristof, took that spirit to heart by organizing a special backpack drop-off for local students who may be in need.

Over the past few weeks, they shopped, packed, and prepared backpacks filled with essentials — everything from notebooks and pencils to crayons, binders, water bottles, and even lunch boxes. Their goal was simple: to make sure kids in our community are supported and have everything they need to start the year on the right foot.

The delivery stops included Lower Lincoln Elementary, Gesner Street Elementary, and Barker's Point Elementary, where the warm reception from teachers and staff made it clear just how much this gesture mattered. Each backpack handed over was more than just supplies — it was a message to students that their community is behind them, cheering them on for a successful school year.

This initiative is just one of the many ways our team looks beyond the dealership walls to make a difference. We're proud of Mary and Kristof for leading the charge, and proud to be part of a community that believes in helping every child feel confident, prepared, and ready to grow.

Supporting kids and families reflects what Steele Auto values most — putting people first, strengthening the communities where we live and work, and driving positive change well beyond the showroom floor.

Here's to a school year filled with opportunity, learning, and support for every student.

Submitted By: Chris Beaton, Executive General Manager, Steele GMC Buick



World's Largest Dealership Food Drive

As part of Ford's quest to conduct the World's Largest Dealer Food Drive, we collected and donated 183 pounds of non-perishable food to help support those in need.

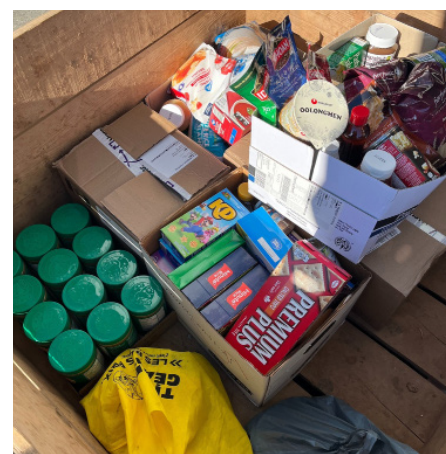
Thank you to everyone who contributed — together, we're driving change and making a difference in our community.

Shout out to Feed Nova Scotia for weighing our donation.

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



Mike Currie





in loving memory

Remembering Cody Crowley

It is with sadness that we share the news of the sudden passing of our co-worker and friend Cody Crowley on August 30, 2025, at the age of 27 years. Cody was a dedicated employee of Steele Mazda St. John's Parts Department for almost 4 years.

Leaving to mourn with fond and loving memories are his parents, Will and Jackie, brothers, Andrew and Jeff (Julia), special nephews, Ben and Sam, whom he adored and his grandmother Aggie Healey.

Cody was passionate about sports, cars and music, especially his Edmonton Oilers, Toronto Blue Jays and Formula One.

It was a great shock for all our staff to hear this news. Cody's outgoing personality will certainly be missed!

Submitted By: Kevin Pender, Parts Manager, Steele Mazda St. John's

OUR PEOPLE



Retirement of a VJLRP Icon

On Friday, September 5, Jaguar Land Rover Halifax said goodbye to a dear friend and long-time co-worker as Service Advisor Vince Fitzpatrick retired.

Vince was a familiar face on the service desk for 24 years, first at our previous Volvo Jaguar Land Rover Porsche location on Kempt Road and then exclusively at Jaguar Land Rover Halifax for the past 5 years at our new location on Livingstone Street.

During his tenure, Vince provided excellent customer service to generations of Volvo, Jaguar, Land Rover and Porsche customers, advising them expertly and empathetically on all matters regarding their automobiles.

It is often said that while the Sales Team sells a customer their first vehicle, it is the Service Advisor who sells them their following vehicles. This adage certainly applies to Vince, as the care and compassion that he displayed in every customer interaction resulted in a very loyal customer base for our brands.

Thank you, Vince, and best wishes in your retirement!

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



Recent fellow VJLRP retiree Trudy Stevenson shares a moment with Vince during Vince's retirement celebration on September 5th.

Steele Auto Group Welcomes First International Hire

Steele Auto Group is pleased to announce the successful onboarding of our first international hire, Oleksandr Dudnyk, who joined Steele Chevrolet as a Level 4 Apprentice on August 28, 2025.

Oleksandr arrives from Germany and represents an important milestone in Steele Auto Group's international recruitment strategy. His addition to the team reflects our continued commitment to attracting and retaining top talent to support our long-term growth.

Representatives from the Recruitment and Immigration teams were on-site at Steele Chevrolet to extend a warm welcome and present Oleksandr with a small welcome gift.

This achievement underscores our dedication to building a diverse and skilled workforce. Steele Auto Group looks forward to supporting Oleksandr in his professional development and to welcoming additional international hires in the future.

Submitted By: Huzaifa Bharmal, Talent Acquisition & Immigration Assistant, Head Office



Huzaifa Bharmal & Oleksandr Dudnyk

STAY CONNECTED:



Summer Fun at Colonial Honda

What better way to show our appreciation than with a few summertime BBQs?

This summer, we fired up the grill, served up some delicious food, and brought out the corn hole boards for a little friendly competition. Great food, lots of laughs, and time to relax together make for the perfect way to celebrate our amazing team.

A huge thank-you to all of our staff — your hard work and dedication don't go unnoticed. We're proud to have such a great group at Colonial Honda!

Submitted By: Jonathan Bonang, General Manager, Colonial Honda



OUR PEOPLE

25th Annual Cardiac Rehab Walk

On September 6th, 2025, I participated in my 4th Cardiac Rehab Walk.

About 1161 days ago, I had a heart attack that some people don't survive. I had to get a stent in my LAD artery as it was 100% blocked. My heart attack caused some damage to my heart, which cannot be repaired, and I was informed that I had to be booked in for a triple bypass to repair the other blockages.

While in recovery, I was given the option to go to cardiac rehab. It was a quick decision that changed my life. In cardiac rehab, I noticed while driving into the hospital, there was a billboard promoting the Cardiac Rehab Walk. I set a goal for myself to walk in this walk, which was on Sept 9th, 2022. This would be just 51 days post op and would be my first of many Cardiac Walks.

Each year, I have had the amazing support of my family and coworkers. I have raised over \$5000 since I started the walks. This past year was my highest, with over \$2500 raised with your support.

I wanted to support the regional and the cardiac unit in any way that I could - I owe them my life! I donate my time and raise funds for this cause and will continue to help with the heart walk because, after everything I went through, I want to make sure that this program will still be here for future patients.

Thank you again to everyone who donated to the Cardiac Rehab Walk!

Submitted By: Shawn McNee, Service Manager, Steele Chev Cadillac Buick GMC SJ



(L - R): Shawn McNee, John Glynn, Robert Glynn, Robert McNee

New Faces at Steele Volkswagen

We're excited to welcome some fantastic new team members to Steele Volkswagen. Each of them brings unique experiences, talents, and stories that add to the personality and energy of our dealership.

Pat Dunn joins us after many years in the banking industry. When he's not here helping our team and customers, you'll likely find him out on the green. Pat is an avid golfer and a proud member of Grandview Golf Club.

Eric Schoenfeld has just returned from a year-long adventure, travelling across the country in his vintage VW van. His love for the brand is as genuine as it gets, and we're thrilled to have his road-tested passion on the team.

Greg Hammond has a knack for making rides shine, literally. He's gone from cleaning roller coasters at the carnival to detailing cars here at Steele Volkswagen. He may have switched from thrill rides to test drives, but the results are just as impressive!

Mohamed "Mo" Abubakar brightens up every room he walks into. Always smiling, Mohamed's positivity and energy are contagious, and we're glad to have his upbeat spirit as part of our family.

Please join us in giving a warm Steele Volkswagen welcome to Pat, Eric, Greg, and Mohamed!

Submitted By: Julie Guy, Marketing Specialist, Steele Volkswagen



(L - R): Pat Dunn, Eric Schoenfeld, Greg Hammond & Mohamed "Mo" Abubakar

STAY CONNECTED:



OUR PEOPLE

Celebrating Excellence: Steele GMC Buick's, General Motors' Technician Guild Class Of 2025 Grand Masters

At Steele GMC Buick, excellence isn't just a goal, it's a standard. This year, we are proud to celebrate the General Motors Technician Guild Class of 2025 Grand Masters, a group of remarkable individuals whose dedication, skill, and commitment set the bar for technical excellence across our organization.

Earning the title of Grand Master Technician is no small feat. It represents years of hard work, continuous learning, and an unwavering drive to be the best in the field. Our technicians have faced the challenges of rapidly evolving automotive technology, complex diagnostics, and the high expectations of our customers, and they've risen to every one of them with professionalism and pride.

The journey to becoming a Grand Master is one of persistence and passion. It requires countless hours of advanced training, hands-on experience, and a relentless pursuit of mastery. These technicians don't just fix vehicles, they ensure the safety, reliability, and satisfaction of every customer who drives away from our dealership.

Their expertise is invaluable to our company. The Grand Masters exemplify what makes Steele Auto Group one of the most trusted names in automotive retail: quality, integrity, and commitment to excellence. They are mentors to their peers, leaders in our service departments, and ambassadors of the craftsmanship that defines our brand.

As we celebrate the Technician Guild Class of 2025, we recognize the tremendous value these professionals bring to our dealerships, our customers, and our greater Steele Auto Group family. Their accomplishments remind us that when skill meets dedication, there's no limit to what we can achieve together.

Congratulations to our 2025 Grand Master Technicians, you've earned your place among the very best. Your passion drives our success, and your excellence fuels our future



(L-R) TJ Darrah - Grand Master, Don MacIntosh - Grand Master, Mark Tompkins - Service Manager, Alex Chase - Grand Master



STAY CONNECTED:



OUR PEOPLE

30 Years in the Same Bay – Donnie's Big Milestone



At Steele Buick GMC, we're lucky to have a team full of people we can count on. And when it comes to experience, consistency, and skill, Donnie stands out as our veteran all-star — a true anchor in the service department who has been setting the bar for 30 years.

Yes, you read that right — three full decades of fixing, diagnosing, and solving problems that most of us wouldn't even know where to start. Even more impressive? He's been working out of the exact same service bay for all 30 of those years. If those walls could talk, they'd have a library's worth of stories about the jobs Donnie has tackled.

There isn't a repair too complicated or a challenge too tough for him. When a tricky job comes in, it's a safe bet someone will say: "Give it to Donnie — he'll figure it out." And he always does.

But Donnie's impact isn't just about the vehicles. He's been a mentor to countless technicians, a reliable teammate, and a familiar face that our customers trust. His consistency and dedication have made him an irreplaceable part of our team.

So here's to Donnie — 30 years, thousands of vehicles, one service bay, and an immeasurable impact. Congratulations, Donnie, and thank you for everything you've brought (and continue to bring) to our dealership family.

Submitted By: Mark Thompkins, Service Manager, Steele Buick GMC



60 Years of Cobb's Ends with Theresa's Retirement After 30 Years



Bittersweet moment — not only a well-deserved retirement celebration for Theresa Cobb, one of the kindest souls you could ever know or work with, but also the end of an era.

For over 60 years, members of the Cobb family have contributed to and helped shape Steele Ford Lincoln into the dealership it is today. After 30 dedicated years, Theresa decided it was time to hang up her Ford Lincoln hat and embrace retirement.

Congratulations, Theresa. You will be missed — not just for your incredible work ethic and talent, but for the warmth, smile, and cheer you brought to the dealership every day.

A special shout-out to everyone who worked hard to organize Friday's banquet lunch and the thoughtful gifts for Theresa's send-off.

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



Let's Go Blue Jays

Huge congratulations to our incredible finance team at Steele Ford Lincoln for crushing the "A" Dealership Group Ford Finance Challenge and earning tickets to a Blue Jays game in a skybox!

These stars know how to deliver exceptional service before, during, and after the sale.

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



(L - R): Peter Tays, Doug Kiley, Sandy Chedraoui, Malcolm Ramia

OUR PEOPLE

Proudly Among Canada's Top 10

I was proud to be chosen as one of the 10 sales consultants across the country with the best product knowledge of the Hyundai brand, representing Fredericton Hyundai and Steele Auto Group at the 2025 Hyundai National Skills Competition.

After a full day of tests and challenges, I didn't place in the top three, but I still walked away with something very memorable. During the award ceremony, one of the Hyundai Canada executives said: "the best laugh was Gabe's." Everyone applauded, and later several executives came up to tell me how contagious and unforgettable my laugh was.

It showed me that beyond rankings, energy, positivity and the way you connect with people, leaving a lasting impression.

Thank you, Hyundai Canada, for this incredible opportunity and for recognizing not only knowledge, but also personality and spirit.

Submitted By: Gabriel Marticorena, Sales Consultant, Fredericton Hyundai



Celebrating 20 Years with Steele Auto Group

Bob Brown is marking an incredible 20 YEARS with Steele Auto Group! He began his journey with Halifax Chrysler, then spent time at Steele Hyundai, and for the past 7 years, he's been an essential part of our team at Steele Subaru.

We're lucky to have him - even if he's the occasional target of some friendly teasing around the store. Congratulations, Bob!

Submitted By: Hope Young, Marketing Specialist, Steele Subaru



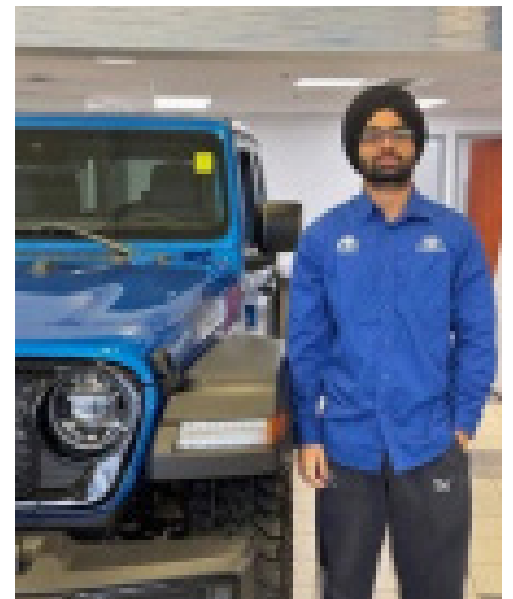
Customer Service - Above And Beyond

A shout-out to Jaspinder Singh in the Steele Halifax Chrysler Parts Department, for offering amazing customer service over the phone to a customer looking for an obscure part.

The customer was so impressed that he actually called the store back and left a voicemail to say it is the best customer service he has ever received, and he couldn't thank Jas enough. He was astonished by how polite, courteous and helpful Jas was, and how the customer service was nothing like he had encountered in such a long time.

Great work, Jas.

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



Celebrating 30+ Years at Colonial Honda

In this quarter's spotlight, we're proud to recognize two team members who've each dedicated over three decades to Colonial Honda.

Richard Sweeney recently marked 37 years with the dealership. From being named Top New Car Honda Salesman in Atlantic Canada (1989) to becoming one of our trusted Financial Services Managers, Richard's career has been a true testament to growth, leadership, and commitment.

Arthur Morris, celebrating 36 years with us, has been a constant and valued presence on the team. His long-standing dedication speaks volumes, and we're grateful for his continued contributions.

Please join us in celebrating these incredible milestones — and the people behind them!

Submitted By: Jonathan Bonang, General Manager, Colonial Honda



STAY CONNECTED:



congratulations

DEALERSHIP NEWS

Welcoming Subaru Canada Leadership to Prince Edward Island

On Tuesday, July 22nd, 2025, Subaru of Charlottetown had the incredible honour of welcoming Subaru Canada's Chairman, President & CEO, Mr. Tomohiro Kubota, along with Vice President, Mr. Floyd Jones, to our beautiful Island and our home dealership.

In true Island tradition, our General Manager, Patsy Tremblett, presented Mr. Kubota with a MacAusland's woollen blanket — a gift that reflects the warmth, craftsmanship, and heritage of Prince Edward Island.

The day was capped off with a memorable evening at the iconic Dalvay by the Sea, where our team shared stories, laughter, and a taste of Island hospitality with our distinguished guests.

We extend our sincere thanks to Mr. Kubota and Mr. Jones for visiting. It was truly an honour to host you, and we look forward to an exciting future together with Subaru Canada.

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



Appreciation for Our New General Manager

All of us at County Mazda want to send out a big appreciation to our new General Manager, Courtney! While this role may be new to her, she's stepped into it with confidence, strength, and leadership that truly inspire our team. We're so excited to have such a fearless leader guiding our dealership and can't wait to see all the great things she has in store for us.

Submitted By: Hope Young, Marketing Specialist, County Mazda



WELCOME
TO THE
TEAM

The ECI Logo Has a New Look

MECI is excited to announce the launch of our new logo as part of the ongoing evolution under our OEM brand transition. This refreshed design reflects a sleeker, more modern look that aligns with our future direction, while continuing to honour the strength and reputation we've built across Atlantic Canada.

Our brand has long stood for quality, trust, and service — and this updated logo helps carry that legacy forward with a more contemporary identity that will better connect with both current and future customers.

The rollout of the new logo will take place in phases over the next 12 to 24 months, beginning with digital platforms and gradually extending to signage, uniforms, vehicle branding, printed materials, and more. This gradual approach will help us manage the transition smoothly and efficiently, while ensuring consistency across all touchpoints.

Stay tuned for upcoming visual previews and comprehensive branding guidelines!

Submitted By: Tania Arsenault, Executive Assistant To The VP, East Coast International Moncton

ECI
TRUCKS

Staff Appreciation at Steele Ford Lincoln

We celebrated another fantastic Staff Appreciation Day — filled with great food, fun games, and awesome prizes! A huge thank you to Chef Inspired Group of Restaurants for the delicious lunch, and to Pelley Photography for capturing the energy and our amazing team so perfectly.

Special Shout out to Lynn, Kathleen, Matthew and Christina for arranging the prizes, setting up the tables, games & music.

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



Rommel Dorado & Mukul Anand



(L-R): Ashlee Brown, Lynn Collins, Sarah Murphy & Carly Barrett

DEALERSHIP NEWS

APTA Summer Golf Tournament

Our team had a fantastic time hitting the greens in Royal Oaks in support of the Atlantic Provinces Trucking Association Annual Summer Golf Tournament. As a hole sponsor, with three teams representing our company alongside some of our valued customers, we enjoyed a fantastic day of networking, building relationships, and enjoying a friendly competition - all while supporting an organization that plays such an important role in our industry.

Submitted By: Tania Arsenault, Executive Assistant To The VP, East Coast International Moncton



Visit From Ellie Black

We had a very special visitor at Steele Subaru—Olympic Gymnast Ellie Black! Ellie stopped by to show her support for our Driven to Give campaign, and of course to catch up with our team. It's always a pleasure having Ellie with us, and we're so grateful for her continued support in helping us drive awareness for such an important cause.

Submitted By: Hope Young, Marketing Specialist, Steele Subaru



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

Popsicle Delivery

The Recruitment Team hit the road to some of our NB dealerships and our HRM dealerships to personally deliver popsicles and show our appreciation for our incredible employees. Along the way, we shared moments of connection, smiles, and gratitude, celebrating the dedication and passion that each team member brings and the hard work that drives our success every day.

Submitted By: Brie Denton, HR CO-OP Student, Head Office



DEALERSHIP NEWS

Steele Advantage Financing & Steele Mazda St John's

Since moving to the Steele Mazda St. John's dealership in March 2025, the SAF NL team has been overwhelmed by the warm welcome and outstanding collaboration we've experienced. From day one, the entire Steele Mazda St. John's team has gone above and beyond to make us feel not just included, but truly part of their dealership family.

Whether it's through daily operations, weekly check-ins, or monthly initiatives, we've been fully integrated into the rhythm of the dealership. Their openness and commitment to our SAF processes have been exceptional, with 100% of their employees actively engaged and supportive of our work. The team continuously includes us in their sales initiatives, communications, and planning, ensuring alignment and shared success across the board.

This level of collaboration doesn't just happen—it's built on mutual respect, open communication, and a shared drive for excellence. We are incredibly grateful for the Steele Mazda St. John's team and their unwavering support.

From all of us at SAF NL—thank you from the bottom of our hearts, Steele Mazda St. John's!

Submitted By: Kim Hennebury, Senior Credit Manager Newfoundland, Steele Advantage Financing



Welcoming Subaru Canada's CEO, Mr. Tomohiro Kubota

In August, Subaru of Moncton had the honour of hosting a special visit from Mr. Tomohiro Kubota, Chairman, President & CEO of Subaru Canada. The occasion marked an exciting opportunity for our team to connect directly with the leader of our national brand.

To commemorate the visit, General Manager Bob Withers presented Mr. Kubota with a locally inspired gift — a painting of the iconic Rocks at Hopewell Cape, one of New Brunswick's most celebrated landmarks. The gesture was a small token of appreciation and a meaningful way to share a piece of our province with him. Also, Mr. Kubota recognized the image of the Rocks from a video he saw on the flight to New Brunswick!

We were also proud to welcome several members of the Steele Auto Group leadership team, including Kim Day, President & COO, Rob Steele, CEO, and Floyd Jones, Vice President of After Sales, I.T. & Business Services, Academy & Customer Experience. Their presence underscored the significance of the visit and the strong partnership between Subaru Canada and Steele Auto Group.

The day was filled with thoughtful conversation, recognition of the team's efforts, and a sense of pride in the work being done at Subaru of Moncton. Thank you to everyone who contributed to making this visit such a memorable and meaningful experience.

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



Charlottetown Islanders Visit Ahead of Home Opener

Subaru of Charlottetown was proud to welcome the Charlottetown Islanders to our dealership just two days before their 2025–26 season home opener. The event brought together fans, families, and the community for an afternoon full of excitement and team spirit.

Guests enjoyed fun games, a delicious BBQ, concessions, and plenty of prizes — making it a memorable way to celebrate the Islanders and kick off another exciting season of hockey.

We're thrilled to support the Islanders and their fans both on and off the ice. Thank you to everyone who joined us at the dealership for this special event, and best of luck to the Islanders this season!

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



DEALERSHIP NEWS

Subaru of Charlottetown Takes on the Islanders Home Opener

On September 19th, Subaru of Charlottetown was proud to be part of the Charlottetown Islanders' 2025–26 season home opener. Fans packed the arena for an unforgettable night of hockey, energy, and community spirit.

As part of the celebration, Subaru vehicles took to the ice, showcasing the capability and style that Subaru is known for. To top it off, we were excited to hand out plenty of Subie merchandise to Islanders fans — adding even more excitement to an already electric atmosphere.

We're proud to support the Islanders and their fans, and we look forward to cheering on the team all season long!

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



Action Corner Goes to the Movies

On September 27th, our amazing PEI Steele Team aka Action Corner aka Discover Kia, Experience Hyundai and Subaru of Charlottetown teams took a well-deserved break and headed out for a night at the movies! The feature of the evening? The Naked Gun—and let's just say, laughter filled the room, and everyone had an absolute blast.

A huge thank you to Cineplex Charlottetown for helping make this fun night possible. Your support helped our team relax, unwind, and enjoy some quality time together.

We can't wait for the next movie night! Stay tuned for more fun events coming your way.

Submitted By: Kristen Diane, Marketing Specialist, Discover Kia, Experience Hyundai & Subaru of Charlottetown



STAY CONNECTED:



...AND IN OTHER NEWS

Steele Advantage Financing: Helping People Rebuild Credit, One Auto Loan at a Time

At Steele Advantage Financing, our mission is simple: to help people. Every day, we work with individuals who are looking for a fresh start, especially those who've had credit challenges in the past. We believe everyone deserves the chance to move forward, and one of the most effective ways to begin that journey is with an auto loan.

A well-managed auto loan isn't just about getting from point A to point B, it's a powerful tool for rebuilding credit and regaining financial confidence. At Steele Advantage, we take pride in making that opportunity possible.

Here's how we're helping people get back on track:

Rebuilding Payment History

An auto loan gives customers the chance to prove they can make consistent, on-time payments, one of the most important factors in improving a credit score.

Strengthening Credit Profiles

Adding an installment loan like an auto loan helps create a more balanced credit mix, which is beneficial for long-term credit health.

Giving Lenders a New Perspective

While past credit issues don't disappear overnight, current responsible borrowing tells a powerful story. Steele Advantage helps people show they're ready for a better financial future.

Opening the Door to Future Financial Opportunities

As credit improves, so do opportunities for lower interest rates, better terms, and access to new financial products. We love watching our customers grow from rebuilding to thriving.

Restoring Confidence and Control

One of the most rewarding parts of our work is seeing customers regain their confidence. Every successful payment is a step toward a stronger, more secure future.

At Steele Advantage Financing, we know that behind every application is a person with goals, challenges, and a story. That's why we do more than provide financing. We provide hope, support, and a path forward.

If you or someone you know is ready to rebuild credit and take control of their financial journey, Steele Advantage is here to help because helping people isn't just part of what we do. It's the most important thing we do.

Submitted By: Blake Hunter, Special Finance Credit Manager, Steele Advantage Financing



Moe's Grillin' at Experience Hyundai

Our team at Experience Hyundai took a break from the showroom for a fun team BBQ! General Manager, Moe, was on the grill, serving up delicious food and good vibes. A great way to enjoy summer and celebrate our hardworking team!

Submitted By: Kristen Diane, Marketing Specialist, Experience Hyundai



My Journey with Volvo Cars Halifax

Three years ago, my husband, our two daughters, and I moved from China to Nova Scotia so that I could pursue my MBA. Leaving behind everything familiar was not easy, but it was also a chance to start a new chapter for our family.

A year ago, I joined Volvo Cars Halifax, and October 1st marks my one-year anniversary. This is my very first job in Canada, and I feel incredibly lucky. When I started, I was a complete beginner—I didn't even know the basics about cars. Over the past year, step by step, I have grown from a newcomer into someone who now feels confident sharing knowledge with customers and helping them make the right choice.

I truly enjoy this role because it has given me a window into Canadian culture and the opportunity to understand what matters most to customers. I've learned that buying a car here is not just a transaction; it's a very personal decision tied to family, lifestyle, and trust. Each conversation with a customer has helped me understand a little more about the Canadian way of life.

One of the things I value most is our team culture. My colleagues are always supportive—especially Melvin, who has been incredibly patient in helping me settle in—and the different departments work together seamlessly. I also want to give special thanks to Benjie and Ryan for their encouragement. In the early days, when I was still learning and occasionally made mistakes, they never criticized me. Instead, they guided me with kindness and respect, setting an example that has inspired me to keep learning and improving every day.

Our customers have also touched me deeply. They are warm, polite, and thoughtful. I'll never forget one customer who brought homemade bread from their family bakery when picking up their new Volvo. Moments like this made me feel not just like a salesperson, but part of a larger community.

Looking back, I feel proud of how far I've come in just one year. More importantly, I feel grateful—for my team, for our customers, and for the chance to build a new life here in Canada. I am falling more and more in love with this community, and I look forward to growing further with Volvo Halifax and continuing to bring my very best to our customers.

Submitted By: Shu Liu, Sales Consultant, Volvo Halifax



...AND IN OTHER NEWS

Truth & Reconciliation Training

Reflecting on Truth and Reconciliation at Steele Auto Group.

This September, all Steele Auto Group managers, as well as our DEI Committee (DRIVE), were given the opportunity to participate in two powerful training sessions on Truth and Reconciliation, led by Houston Barnaby, Founding Partner of BALSAM Inc., an Indigenous-led Reconciliation and Education Advisory.

The sessions, Truth (Sept 25) and Reconciliation (Sept 26), provided space for reflection, learning, and action. Managers explored:

The truths of history that continue to shape Indigenous experiences today.

How past harms connect to our present responsibilities as leaders.

Practical strategies for creating respectful, inclusive workplaces through hiring, onboarding, and engagement.

A Steele-specific call to action, empowering leaders to apply what they learned directly in their roles.

This initiative represents an important step in our commitment to advancing Reconciliation and creating a workplace rooted in empathy, respect, and accountability.

While these sessions were designed for our leadership team, the impact will be felt across our organization as managers put their learning into practice each day.

At Steele Auto Group, we believe Reconciliation is not just a national priority—it's a responsibility we share as leaders, colleagues, and community members.

Submitted By: Emma Pellerine, HR Generalist, Head Office

Steele University is Live!

We're excited to announce that Steele University, powered by Axonify, is now live at our first group of locations! This is our new company-wide learning platform, designed to make training easier, faster, and more engaging for everyone.

With Steele University:

- Easy access to training, anytime and anywhere
- Short, engaging learning sessions
- Build skills, confidence, and knowledge on the job
- Earn and spend points!

Rollout Timeline:

- November 3 – All remaining Canadian locations launch
- December 8 – Texas locations launch

Launch Contest:

Earn a minimum of 500 Steele University Reward Points by February 28, 2026, and you'll be entered into a draw for an extra week of vacation in 2026!

Get ready to learn and grow with Steele University!

Submitted By: Brook Vibert, HR Assistant Head Office



Northbound or Bust

Not too long ago, I found myself at a crossroads. I was looking for a new opportunity, something that felt more hands-on, more people-oriented, and more aligned with who I am. So I dressed my best, looked in the mirror and told myself I was going to do something different today. I hit the road and headed northbound on I-35 with nothing but the shirt on my back and a determination to find somewhere I truly belonged. My plan was simple: stop at every dealership along the way and apply in person. No emails, no cold calls, just face-to-face conversations and a handshake. I walked into a lot of showrooms, introduced myself, and left just as quickly. Some folks didn't take me seriously. Others handed me a poorly xeroxed application and barely looked up. But I kept going.

Then I walked into Steele Hyundai New Braunfels.

From the moment I stepped inside, something felt different. Sydna and Tim didn't just give me a polite nod—they gave me their attention. They listened. They asked real questions. They saw potential in me not based on a title or a resume, but on what I had to say and how I carried myself.

That moment stuck with me. It still does. I didn't have to go home to my now expecting fiancé empty-handed. I had an answer right there and then, how much I appreciate that is hard to describe.

Since then, I've had the opportunity to become part of the Steele Hyundai team, and I've felt nothing but welcome and respected from day one. I'm learning the ropes, embracing the grind, and showing up every day ready to bring value.

Looking back, that drive up I-35 wasn't just a job hunt—it was the beginning of something meaningful. I'm proud to be here, and I'm grateful to Sydna, Tim, and the entire team for taking a chance on me.

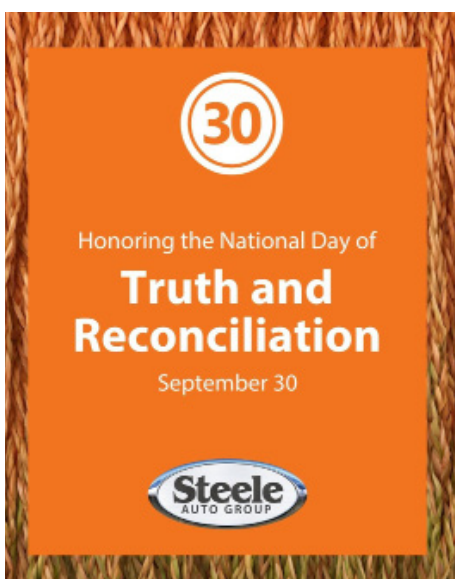
Here's to new beginnings, a new career, a new family both at home, and at work.

Submitted By: Bruce Schumacher, Sales Consultant, Steele Hyundai New Braunfels

Steak & Lobster at Discover Kia

On September 12th, Discover Kia treated the team to a delicious Steak & Lobster Day! Our Used Car Manager, Steve Gallant, and GM, Patsy Tremblett, cooked up a mouthwatering spread, giving the team a chance to bond over a fantastic meal and kick off the weekend in style.

Submitted By: Kristen Diane, Marketing Specialist, Discover Kia



SAFETY

Exciting Updates!

As we move into Q4, some exciting updates are coming from the Health and Safety department! The first change will improve how we investigate and address accidents and incidents and will provide us with much better control of our WCB expenses. The second is an overhaul and standardization of the health and safety boards. Stay tuned for training notifications, and I look forward to supporting you through these improvements!

Submitted By: Rea O'leary, CRST, Health And Safety Officer Head Office

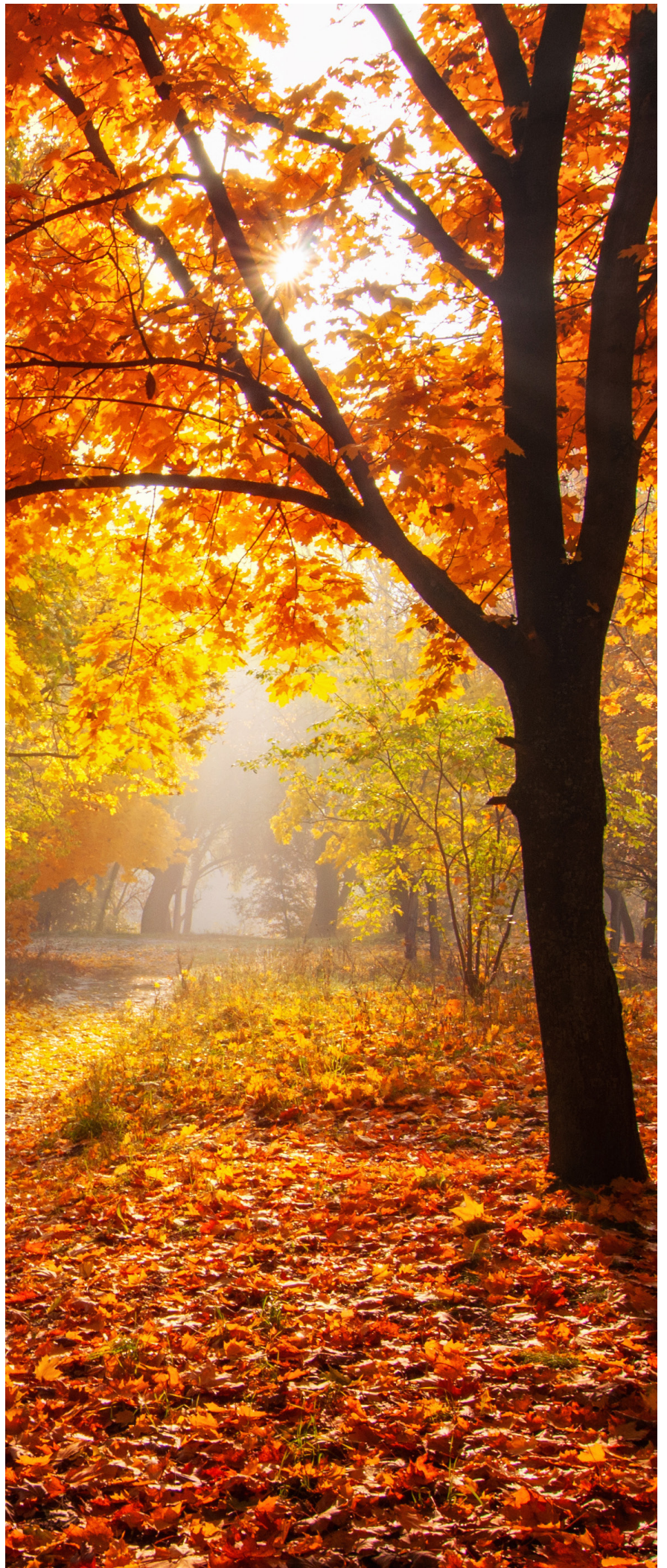
HAVE SOMETHING
TO CONTRIBUTE?

*We'd love to
hear about it!*



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

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





WE'RE HIRING!

Steele Auto Group is always looking for qualified technicians and sales consultants.
Visit our website careers section at www.steeleauto.com for all current openings
or apply by emailing: hr@steeleauto.com

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