



**Q3
2023**

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The Quarter Panel

Steele Auto Group's Vision & Values



OUR VISION

Your trusted destination for everything Auto

OUR VALUES

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

OUR PEOPLE:

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

INTEGRITY:

We believe in doing the right thing, with integrity and transparency. We are committed to excellence and delivering the best experience for customers and employees.

INNOVATION:

Our continuous innovation will deliver the ultimate personal customer buying experience. We are committed to being industry leaders as a dynamic organization working to bring new, innovative solutions to serve the evolving needs of our customers.

COMMUNITY:

Our passion for our business extends into the communities where we live and work. We believe in supporting sustainability and investing in community focused organizations with a focus on family. Our three pillars of community sponsorship focus are mental health, sick kids, and families in crisis.



Message from the President

RESILIENCE - the capacity and outcome of successfully adapting to difficult or challenging life experiences, through mental, emotional and behavioural flexibility and adjustment to internal and external forces.

Considering the numerous obstacles we have faced in the past number of years, 2023 has proven to pose its own challenges. To name a few, inventory supply issues have persisted, interest rates increased more significantly and swiftly than many expected, and we saw aggressive collective bargaining tactics and strikes that have caused disruption in our industry from the manufacturing, production and transportation logistics perspectives. But through it all, I continue to be amazed by the resilience of our people to adapt and adjust to find solutions to the forces beyond our control. Whether

those solutions center around the customer, the community, or your co-workers, you find a way to step up. When I read through the articles submitted for this newsletter, I am reminded of how you all show up for so many community initiatives, how you reach the highest levels of achievement in your careers, and how you support your co-workers in times of celebration and, sadly, in times of grief.

I want to say a special thank you for your engagement and commitment to our partnership with Leukemia, Lymphoma Society. This year, we were able to have our US stores participate in the Light the Night Teddy Bear Campaign and I am so proud to say that collectively, we raised over \$550,000 for LLS. In honour of this incredible accomplishment by our team, LLSC will be naming a grant in our name: "The Steele Auto Group Quality of Life Grant". More to come on the Grant in the coming weeks that will be shared. Thanks to all who participated and thank you to Porsche of Halifax and Steele Chevrolet for bringing forward innovative fundraising initiatives this year that helped us raise so much money for a cause that is close to our hearts.

Thank you always for your commitment and dedication to the group! Together, we can achieve great things. With much gratitude and appreciation.

Submitted by: Kim Day, President & COO

INVESTING IN OUR COMMUNITY

Subaru of Charlottetown Supports PEI CMHA

Subaru of Charlottetown participated in the Golf for Life tournament in support of the Canadian Mental Health Association.

The team had a fantastic time and even better, assisted in raising funds for much needed mental health support programs and services on PEI to help keep our community happy and healthy.

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



(L-R): Bob Withers, Matt Wilneff, Patsy Tremblett, Darren Blinn



(L-R): Patsy Tremblett, Bob Withers, Matt Wilneff, Darren Blinn, Taylor Hessian, Chrissie Greene, Richard Wills



(L-R): Matt Wilneff, Darren Blinn, Bob Withers, Patsy Tremblett

Subaru of Charlottetown Supports Special Olympics

Subaru of Charlottetown spent an evening at the Enriching Lives Gala in Charlottetown in support of the Special Olympics. This important event helps support Special Olympics programs, equipment and travel costs. Our team even ran into our CEO, Rob Steele who was also there to support this fantastic cause.

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



(L-R): Rob Steele, Darleen Conrad, Lucy Benoit, Brian Younker, unknown, Patsy Tremblett, Richard Wills, Brian Tremblett, Vany Wills



Porsche of Halifax Raises \$186,000 Towards Light the Night Fundraiser

Porsche of Halifax has successfully raised an astonishing \$186,000 in support of Steele Auto Group's yearly fundraising campaign, "Light the Night." This initiative aims to contribute to the Leukemia & Lymphoma Society of Canada and we are overjoyed to have played a role in this noble endeavour to combat blood cancer.

How did we do it? We started with a one-of-a-kind and highly sought-after 2023 Porsche 911 GT3 RS. We put this vehicle up for silent auction online for 7 days with Mariner Auctions & Liquidations Ltd. We had this car on display in multiple locations, and we ended the auction with the car on display during our 75 Years of Porsche celebrations at Steele Wheels Motor Museum. All proceeds above the MSRP were directly donated to the charity. With over 300 bids we were able to raise an impressive \$179,500! To add to this contribution, we also auctioned off a mural of a 911 Turbo S that was hand-painted during our VIP evening of the 75 Years of Porsche celebrations. The mural equated to an additional \$6,500 for a total of \$186,000!

Thank you to the entire Porsche of Halifax team who helped make this happen! Can we get to \$200,000 this year? More to come....

Submitted By: Jake Bernard, General Manager, Porsche of Halifax



INVESTING IN OUR COMMUNITY

Heart of a Champion Hot Rod Classic

Subaru of Charlottetown Supported the Heart of a Champion Hot Rod Classic that was hosted at Oyster Bed Speedway.

It was a thrilling race and our own Samreen Zaki got to wave the green flag.

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



Patty Lawrence & Samreen Zaki



Members of the Hot Rod Classic



Samreen Zaki waving the green flag

Battling Cancer With A GMC Hummer EV1

A couple weeks ago we had the opportunity to auction off the 2023 GMC Hummer EV1. To say the least, it was a great experience and a pleasure to help support a great cause. We were able to provide a family with a very unique vehicle and provide a substantial donation to the Leukemia & Lymphoma Society of Canada.

At the end of the auction on that Monday evening there was a nice little bidding war between two participants and the O'Reilly family in Bedford were the winning bidders at \$209,000, resulting in a \$35,637.34 donation to the LLSC. They took delivery a few days after the auction closed and the smiles that day will never be forgotten.

Submitted By: Cory McIsaac, Sales Manager, Steele Chevrolet



Colin Jamieson (GM of Steele Chev), Lizz Nguyen (LLSC Representative), Cory McIsaac (New Car/EV Sales Manager), Deanne O'Reilly and Jason O'Reilly of Bedford, NS. Not pictured and a very Special Thanks to Dustin Barker (Owner of Mariner Auctions)

Full Court 21 More Than Just a Basketball Tournament

In July we again had the privilege of sponsoring the annual Full Court 21 international basketball tournament.

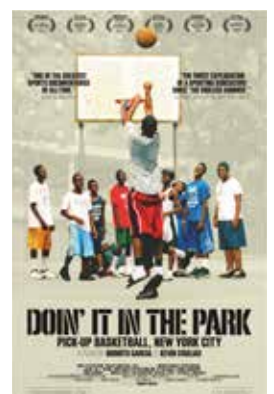
This is anything but a typical tournament. Hosted by Will Strickland (we could write a book about him), this year's 3-day event included a ladies' first speaker series, a screening about the origins and importance of street ball in New York City and a unique 1 against all 5 person basketball tournament.

The winner of the tournament was able to move on to the national championship in Toronto with a chance to win a spot in the world championships in New York City.

Submitted By: Mike Currie, General Manager, Steele Hyundai



Mike Currie & Will Strickland



STAY CONNECTED:



INVESTING IN OUR COMMUNITY



Steele Volkswagen Supports Light the Night

Steele Volkswagen fundraised \$1,000 for Light the Night in support of the Lymphoma & Leukemia Society. They sold 'squares' for \$10 each with the chance of winning two tickets to the October NHL game in Halifax.

So great to support such a great cause!

Submitted By: Melissa Scott, Accounting Clerk, Steele Volkswagen



Morgan Hynes, Service Advisor

**STAY
CONNECTED:**



ECI Attends Charity Golf Tournament

On August 10th, Paul, Laurie, Simon and Shawn represented ECI at the 5th annual Birdies & Bogies Golf Tournament, in support of the Riverview Boys & Girls Club.

Hopefully their golf skills were better than their yoyo skills!

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



(L-R): Paul Ward, Simon Mazerolle, Laurie Warriner, Shawn Smith



(L-R): Laurie Warriner, Paul Ward, Simon Mazerolle, Shawn Smith

Canadian National Autism Awareness Day

Kelsey & Afifa had the opportunity to attend the Kids Car Racing Championship program for Autism Awareness sponsored by Steele Auto Group held at Scotia Speedworld. Being a part of the Diversity Inclusion and Equity Committee at Steele Valley Chevrolet has helped us to educate ourselves as well as be a part of being able to promote and support this amazing initiative.

The event was quite thrilling and made us fall in love with the talent and daring skills of these individuals! It kept every watcher at the edge of their seat, filled with excitement and adrenaline rushing as they witnessed the speed and closeness of these specialty cars racing towards the finish line!

Thank you Steele Auto and we look forward to many more amazing events.

Submitted By: Afifa Qurath, Chair of Diversity, Equity & Inclusion Committee & Admin/Accounting Assistant, Steele Valley Chevrolet GMC Buick



(L-R): Afifa Qurath - Accounting/Administration & Kelsey Smith, Customer Care Coordinator

Leukemia Lymphoma Fundraiser

The team at head office got together for a country-themed fun afternoon with a delicious BBQ manned by Rob Ward and Catherine Steiner. Along with a few fun games - the most popular being the dunk tank where Kim Day, Tim Peacock, Mike Herman, Jacqueline Lahey, Kyle Niekamp and Rob Ward all graciously volunteered to get dunked - the ball throwers had a great time dunking them. There was a spike ball tutorial and game and a 50/50 draw where Tracey Burke from HR took home some cash. A raffle for a VR game was won by Kyle Niekamp and gift cards were won by Mike Herman.

We were grateful the weather was our friend and provided an amazing day for the event. Everyone came together as a team to put the fun in fundraising. We raised a total of 1,635.00 for LLS! We thank everyone who showed up to participate.

Submitted By: Janice Kehoe, Executive Assistant, Head Office



INVESTING IN OUR COMMUNITY

Steele Volkswagen Helps to Raise \$10,000 for the IWK in 2023

Hot Rod Classics Surpass IWK Foundation Fundraising Goal

DARTMOUTH, NS (September 17, 2023) – Organizers for the Hot Rod Classics Vintage Race Car Series are thrilled to announce they have exceeded their 2023 fundraising goal of \$10,000 for the IWK Foundation, with two races remaining on its eight-race '23 schedule. As the series heads into its homestretch for this year, its members will continue to work diligently to top up the annual donation for the highest amount possible.

Now in its fourth year as an official supporter of the IWK Foundation, the group has raised over \$25,000 since 2020 to help the region's largest children's hospital, the IWK Health Centre in Halifax. This is due to the ongoing support of several dealerships in the Steele Auto Group, including Steele Volkswagen (Dartmouth), Subaru of Charlottetown, Subaru of Moncton, Anchor Toyota (Stellarton), Steele GMC Fredericton, and Fredericton Hyundai. Each dealership has sponsored the Hot Rod Classics at local race tracks in conjunction with fundraising BBQs and car shows at the dealerships.

Funds have also been raised through Hot Rod Classics Powered by Conrad Bros. merchandise sales, driver initiatives, and outright donations. 100% of the revenue generated from merchandise sales this year goes directly to the IWK

Foundation thanks to the generosity of Steele Volkswagen and M & R Automotive (Gander, NL).

Fans can help support the IWK Foundation through the Hot Rod Classics at its last two races this year, October 8 at Petty International Raceway (River Glade, NB) and October 21 at Bud's Speedway (Sydney). Their merchandise can be found at the series trailer in the pit area. The race at Petty was originally scheduled for this weekend but was postponed by Tropical Storm Lee and is part of the Mike Stevens Memorial weekend. The race at Bud's is part of the Caper Memorial and will put a period on the Hot Rod Classics fourth season. To learn more about either event please visit the track websites.

Series organizers want to thank everyone that has supported their IWK Foundation fundraising efforts from racers to sponsors to fans to staff – it's been, and will continue to be, a total team effort driven by people who are passionate about racing and using that passion to help others.

Submitted By: Patty Lawrence, General Manager, Steele Volkswagen



Hot Rod Classics driver Jim Rankin along with an IWK Foundation family who recently enjoyed a day at the races (HRC photo)

SUPPORTER
OF THE

IWK Foundation

From My Side of the Video Cart

Say hello to Otto!

Otto arrived at Steele Chevrolet to lend a hand and draw your attention to an important cause. Otto is a champion for the Leukemia & Lymphoma Society of Canada and its "Light the Night Walk" (<https://www.lightthenight.ca>) see him on posters and vehicles around the dealership lending his delightful presence and care.

When he has a moment he has also been picking up the tools to assist with the video process. He has been a good support and provides much encouragement to those who pass by my cart. Feel free to drop by and have a chat with Otto, he is a remarkably good listener!

Drive safe!

Submitted By: Elliott Siteman, Videographer, Steele Chevrolet



OUR PEOPLE

Service To Sales!

He's trading in his threads! After 5+ successful years as a technician, working his way from an apprentice to a Red Seal, Rafik Gerges, has officially made the move to the Steele Mitsubishi sales floor. One of the amazing things about Steele Auto Group is the commitment to invest and grow our people across all departments. I can't wait to see Rafik's mechanical background shine on our sales floor.

Congratulations, Rafik!

Submitted By: Louis Stephen, General Manager, Steele Mitsubishi



Louis Stephen, General Manager and Rafik Gerges

Service Managers Do Have a Heart

As you may know, I had a massive heart attack last year. Shortly after my surgery, there was a heart walk that I was determined to participate in. My heart attack was on June 30th, triple bypass on July 20th, and I was released from the hospital on July 25th. Less than 7 weeks later I was walking in the rehab heart walk with other heart patients and supporters. I cannot stress how important this program was for my recovery.

<https://thegive.ca/stories/mcneefamily>

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



Shawn Mcnee



Shawn and his support team

Steele Hyundai's Staff Appreciation BBQ

Our Service Manager, (and Grillmaster) Jim Schimpf, took to the grill and served up a delicious feast of steak and chicken during our annual staff appreciation BBQ.

This annual celebration has become a huge success and is definitely appreciated by our team.

Submitted By: Mike Currie, General Manager, Steele Hyundai



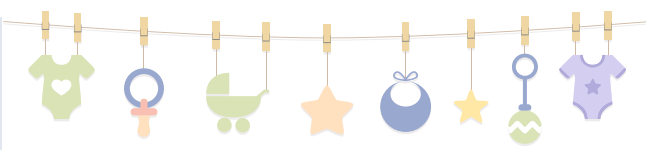
Jim and Mike



(L-R): Jim, Gabe Mitchell, Kevin Min and Mesh Al Harbi



STAY CONNECTED:



Steele PEI Stores Host Baby Shower

The wonderful ladies of Steele Auto Group's PEI stores had a wonderful evening hosting a baby shower for their Accounting Assistant, Rebecca before she begins maternity leave!

It was lovely having all our extraordinary ladies celebrate together, and we wish the best to you, Rebecca. Cannot wait to meet the new addition.!

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



(L-R): Jennifer Bailey, Gaylene McQuaid, Lucy Benoit, Emily Le, Patsy Tremblett, Rebecca Floyd, Ying Li, Sandra Smith, Tanya Arsenault, Mickey MacDonald, Kim Maclean



Rebecca Floyd

OUR PEOPLE

Chris Payson Takes to the Stage at The Shore Club

Many of you may know Chris Payson as a talented Sales Manager here at Steele Hyundai Halifax.

What most do not know is that Chris is part of a really amazing band.

Late Nite Lover took to the stage and entertained a huge crowd at The Shore Club in July.

If you ever get a chance to see them, make sure to check them out.

Submitted By: Mike Currie, General Manager, Steele Hyundai



Steve Q Receives VW Canada Sales Guild Award

Steele Volkswagen's Steve Q recently received the prestigious Volkswagen Canada Sales Guild Award for 2022. Way to go, Steve, your accomplishments are outstanding!

Submitted By: Mike Muller, New Car Sales Manager, Steele Volkswagen



(L-R): Patty Lawrence, Ashley Veniot, Mike Muller, Steve Qiang, Robert Caven (Volkswagen Canada)

Subaru of Charlottetown Celebrates Work Anniversary



Congratulations to Andrew Karpov on his five-year work anniversary as a Sales Consultant at Subaru of Charlottetown!

Andrew has been a great team addition over the last five years. He has won many Subaru Star Performer Awards for customer service and sales volume and continues providing exceptional service to his loyal customers. We know he will continue to shine and cannot wait to see what the future holds for him.

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



A Mindset Shift Has Lead to Extraordinary Success

Many might know Mesh Al Harbi as a top-performing salesperson, however, what many do not know is that he struggled with self-limiting thoughts that were preventing him from going to the next level.

After working in the industry pre, during and post pandemic he realized that the difference maker of top performers VS those who struggled was mindset.

In 2023 he made a switch, although he could write a book on the process, I will summarize it in a few lines.

First, he set what he thought was an audacious goal of 400 vehicles delivered in 2023.

Then he added important benchmark goals to ensure he stayed on track.

These included being not only a top performer in the auto group but also for Hyundai Atlantic Canada and having a top CSI (customer experience score).

Then he made a plan to mentor a newer salesperson. This would help hold him accountable for his own process and daily activities since his mentee would be watching his every move.

So, how is he making out on this seemingly huge goal? He finished August with a total of 308 vehicles delivered. With this average of 38.5 per month, he figures he should set his goal at 500.



And how about his mentee Kevin Min, well he had 154 delivered at the end of August, well on track to finish with over 200 delivered this year (not bad for year #2 in the business).

It really goes to show if you put your mind to it, amazing things can happen.

Submitted By: Mike Currie, General Manager, Steele Hyundai

OUR PEOPLE

Gold Level Certification in Service

Trish Boutilier has achieved the remarkable Gold Level Certification, setting a shining example of excellence in Service Dispatch. Her commitment to delivering top-notch service and her exceptional skills have truly set her apart!

Congratulations, Trish!

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Trish Boutilier & Jonathan Bonang

Silver Level Certification in Service

Ashlee Brown's outstanding performance as a Service Advisor has earned her the Silver Award. Her dedication to providing the best solutions to our valued customers so well earned and acknowledged by Ford Motor Company.

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Ashlee Brown & Jonathan Bonang

The Heart and Soul of Jennifer Holm

The spirit of ecstasy infused with Rolls-Royce luxury; Steele Wheels Motor Museum has become one of the hottest new attractions in the HRM for visitors and locals alike. If you have not yet had the pleasure of coming for a visit, I highly recommend making the time to do so. While I could write an entire article on the museum itself and the community it is in the process of building, that is not what this piece will be about. Nearing four full months since becoming operational, our team would like to shift the spotlight from the supercars and shimmering chandeliers to our superstar leader, Jennifer Holm.

Jennifer has successfully turned a vision into reality as the Operations Manager of Steele Wheels. Every aspect of 66 Otter Lake Court was done with specificity stemming from a deep understanding and care for the task at hand. From the stylish automotive-themed seating to the larger-than-life diecast displays. From Packard-inspired water faucets to the lively projection-covered walls within. Not a single detail had been overlooked in the process of opening the only establishment of its kind in the Maritimes!

On top of toppling visitors' expectations of what a car museum can be, Jennifer has also redefined the expectations of a manager for her team. Jennifer is the most dedicated, hard-working, result-proving, creative and person-centric employee that I have personally witnessed, in my nearly two-year tenure with the Steele Auto Group. She is a leader who inspires her team to do the best they can each day while striving to be even better the next. The turnover rate at Steele Wheels is 0% and it is no coincidence this has happened under Jennifer's leadership. I prefer not to think about what the Steele Wheels Motor Museum would be without the heart and soul of Jennifer Holm.

But that's enough out of me for now. Here's what others on our team had to say:

"I don't know where to start, Jennifer is one of the most friendly, easy-going, exceptionally considerate and caring managers ever. I am utmost grateful to have her as a boss, she is purely one of one." - K. Mehraz Rahman

"Jen is an exceptionally caring person who is always looking out for others. She has created such a welcoming environment it has made working at Steele Wheels Motor Museum such a joy!" - Alex Muise

"Jen makes this a fun place to work and I look forward to each day I spend at the museum. I value her opinion and insights on a wide range of topics" - Dan Organ

"To be honest, I can't tell you how lucky I am to land this job with a fantastic manager like Jen. She is definitely a thoughtful, gentle person, but still stays disciplined and professional when it is needed. She made my first job in Canada one of the best ever." - Dylan Dao

"Jen is a talented, creative person with so much introspection and brilliance. Love working with and for her vision! Her passion and creativity is intoxicating. Her leadership is second to none, a true visionary car-person with compassion for her employees. This museum is her passion. Steele Auto Group should feel fortunate to have her leading this. She is extraordinarily brilliant! - Peter Siemers

"Jen lives and breathes Steele Wheels and it shows both physically in the building and in her running of it. She always has ideas for what's next. She is passionate and dedicated; she gives the space life. We are extremely lucky to have her." - Amber Sky

"Jennifer is a true leader in every sense of the word. She is passionate, yet calculated, no-nonsense, yet caring, and confident, yet down to earth. Jen has managed to make Steele Wheels feel like home to all of her staff and visitors, and I'm so grateful to be a part of this family." - Signy Holm (we are not related, though I do consider her my "Holmie" for life)

"Many workplaces claim to be a 'family', but Jennifer makes that a true statement at Steele Wheels. She treats everyone like her own, very grown, children and will go above and beyond to make this an amazing place to work. But it is not just her approach to staffing that has made this place such a success. Jennifer is a creative and ambitious boss who continues to innovate new experiences for guests and strives to find new ways for Steele Wheels to improve the museum experience and events we continue to host. She is by far the best boss I have had and probably will, and I am incredibly grateful to be her employee." - Ryan Lukic

Quoted or not, all of us at the Steele Wheels Motor Museum would like to thank Jennifer Holm for all of her unwavering support and leadership, and congratulate her for the four epic, elegant, and exciting months we've had since opening! Here's to many more!

Submitted By: Collin Flanagan, Lead Attendant, Steele Wheels



OUR PEOPLE

in loving memory

In Memory Of Ryan Rogers

Words are hard to find in extreme loss and on July 7, 2023, we truly lost one of the best! Ryan was our Used Car Manager at Colonial Honda who loved his staff and loved his clients even more. There wasn't a day when his smile didn't light up the showroom! Ryan was with the Auto Group for 15 years and a part of the Colonial Team for the last 6. Ryan's passion for everything Steele Auto was evident when you chatted with him. He was such a well-respected young man throughout the group and we were so lucky to have him on our team these last several years. He had an impact on so many of us over the years and would constantly go above and beyond for his clients and co-workers.

He poured his heart and soul into every single day and took tremendous pride in being one of the best-used Honda dealers in Canada. He was indeed the Grand Master! Ryan loved being

part of the "Best Team in the League" and would often be found working on his golf swing in the showroom or talking about his beloved Maple Leafs.

We were so lucky to have Ryan in our lives and he is missed dearly every day. In early October we hit the links to honour him in the first annual Ryan Rogers Memorial. Stay tuned for a note on next year's event that we hope to grow and raise some money in Ryan's memory and to keep that memory alive.

Submitted By: Dana Simonsen, General Manager, Colonial Honda



OUR PEOPLE

Brennan Welcomes Baby Girl, Skylar Dewolf

Congratulations to Brennan Dewolf of Steele Chrysler, Parts Department, who welcomed his new baby girl on August 30th. Skylar Dewolf came into the world at 7lb 2 oz!

Brennan, Kayla and Skylar are all doing well, and Brennan has taken the month of September off to enjoy his new family.

Submitted By: Kevin Hart, Parts Manager, Steele Chrysler



Shout-Out to Halifax Chrysler Parts Departments

A shout-out to the Parts team at Halifax Chrysler!

It has been a challenging couple of months with sickness and vacation times. But the full team: Mike, Rob, Glen, Mike, Bret and Leo all rose to the occasion and came through, to produce some amazing parts sales numbers!

Thank you to the team for all your efforts and commitment!

Submitted By: Kevin Hart, Parts Manager, Halifax Chrysler

Happy Retirement, Tracey Scanlon!

When someone as dynamic as Tracey Scanlon retires, you can hardly believe it. Tracey was consistently in the top 10 during her time in sales, the first Woman of the Year winner for the Leukemia & Lymphoma Society of Canada, and the team lead for Steele Leasing in her last years with the Steele Auto Group. She will be missed by both customers and co-workers alike.

Tracey gave herself to all she took on and now it's time for her to give it all to her and Bryan's next grand adventures we wish her the very best in her retirement.

Congratulations!

Submitted By: Janice Kehoe, Executive Assistant, Head Office



19 Years Of Success

19 Years of Counting Success! Join us in honouring Dawn Cummings, our exceptional Accounting Clerk, as she celebrates nearly two decades of dedicated service at Steele Ford Lincoln. Her meticulous work and unwavering commitment have been the backbone of our financial success. Cheers to you, Dawn!

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln

39 Years of Mastering the Art of Auto Parts!

Join us in applauding Jody Cobb, our extraordinary Parts Manager, as he celebrates an incredible 39-year journey with Steele Ford Lincoln. Jody's expertise, leadership, and passion for all things automotive have been the driving force behind our parts department's success.

Here's to you, Jody!

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Jim MacLellan & Jonathan Bonang

Peak Performer in Accounting

It is with great pride and joy that we announce Jim MacLellan, our esteemed Controller, has been recognized by Ford Motor Company of Canada for his outstanding performance and named a Peak Performer in the Accounting Role!

Congratulations, Jim!

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln

OUR PEOPLE

Outstanding Contributor Sales Experience Award!

We are thrilled to honour Stephen Christie, our outstanding Sales Specialist, for receiving the prestigious Outstanding Contributor Sales Experience Award! Stephen's unwavering commitment to providing top-notch sales experiences has earned him a place among the Top 10% in Canada based on the highest sales experience.

Notably, Stephen achieved a remarkable 100% rating for 2022, as directly reported by his satisfied customers. This outstanding feedback is a testament to his dedication, professionalism, and exceptional service.

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Stephen Christie, Sales Specialist & Jonathan Bonang, General Manager

Congratulations Justin Marriott on Porsche Bronze Level Certification

Justin's journey with Porsche of Halifax spans nearly seven years. Starting as an apprentice, Justin progressed to become a licensed Red Seal Technician and is now on the prestigious global Porsche technician training path. His latest achievement includes earning the coveted Porsche Bronze Level Certification. Congratulations, Justin!

Submitted By: Jake Bernard, General Manager, Porsche of Halifax



Clayton Cole & Justin Marriott

Rookie of the Year From Ford of Canada

We're thrilled to announce that one of our very own, Mike Weaver, Sales Specialist, has clinched the prestigious "Rookie of The Year" award from Ford of Canada! This remarkable achievement is a testament to Mike's exceptional dedication, hard work, and passion for all things Ford.

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Welcome, Miranda!

Welcoming Miranda LeCreux, who started with us on September 5th. The County Mazda and Anchor Toyota teams are excited to have you as our new Accounting Assistant.

Submitted By: Adam Hingley, Controller, Anchor Toyota



Miranda LeCreux

Steele Chrysler Employee Shout-Out

A shout-out to Brennan Dewolf at Steele Chrysler, Parts Department. Brennan just achieved the best parts sales month at the dealership in the last 4 years. Great job Brennan, keep up the incredible work.

Submitted By: Kevin Hart, Parts Manager, Steele Chrysler



OUR PEOPLE

Ford Lincoln Summit Award Winners

Congratulations to Stephen Christie and George Smith, our Sales Specialists who have achieved outstanding recognition! Summit Award Winner, ranking among the Top 10% in Retail Sales from Ford Motor Company.

Additionally, Stephen was awarded Gold by Canada Lincoln Motor Company. George's dedication earned him the Silver Award from Canada Lincoln Motor Company.

What an amazing team!

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Stephen Christie & George Smith

Race Weekend

Jarrett Butcher put his name in the history books by winning the Series 250th race - the East Coast International 150 at the Riverside International Speedway on August 19th.

Congratulations, Jarrett!

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



Jarrett Butcher & Keith Walton (Trailer Sales Manager, ECI)

Ford Summit Award in Fleet Sales

Let's raise a toast to Darrell Smith, our exceptional Fleet Manager, for achieving the coveted Summit Award from Ford Motor Company.

Recognized among the Top 10% in Fleet Sales, Darrell's dedication and expertise have truly set him apart. Congratulations on this outstanding achievement!

Submitted By: Hope Young, Marketing Specialist, Steele Ford Lincoln



Darrell Smith & Jonathan Bonang

STAY CONNECTED:



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



DEALERSHIP NEWS

Steele on Demand Summer Highlights

If in case you haven't heard, you can now rent a car from the Steele Auto Group through Steele on Demand within the Halifax Regional Municipality (HRM).

It was an incredible summer for Steele on Demand. We were fully booked most days, which led to us expanding our fleet to 46 vehicles.

Our customer base varied from locals, travellers from all over Canada and the US, dealership service customers, and even a few celebrities, like the Thunderbirds and the Sheepdogs!

In our busiest season, we began rebuilding our App to provide the easiest user experience for booking a rental vehicle.

SOD has utilized a strategic digital marketing plan to bring awareness of our service within HRM. Our 5-star Google rating serves as a testimonial to our service and our team.

Things will not slow down for SOD this fall. We've moved our operation to 692 Windmill Road, Dartmouth, NS and are sharing a space with Your Way Auto, our fleet with continue to expand, and we will roll out our new and improved App.

Submitted By: Victoria Noble, Marketing & Communications Coordinator, Head Office



Jim Underwood



The Thunderbirds



The Sheepdogs

Parts Spotlight - Vinyl Slush Mats

Everybody generally thinks aftermarket accessories are usually cheaper and good at doing the job required of them.

But you may be surprised that OEM floor liner sets from Chrysler, Dodge, Jeep, and RAM are less expensive than aftermarket and are guaranteed to fit perfectly.

So have that in mind as we switch to the Fall and Winter season, or a gift for Christmas.

Submitted By: Kevin Hart, Parts Manager, Halifax Chrysler



Slush style with deep ribs to trap and hold water, snow and mud.

High wall, bucket style to provide maximum coverage.

4-piece sets, 2 front and 2 back - guaranteed fit!

Gander Toyota Celebrates 50 Years

On September 12th Gander Toyota celebrated 50 years in Gander!

It was a fun-filled week with staff, customers and local businesses alike. Gander Toyota hosted a lemonade stand with proceeds being donated to the Family Crossroads Center, a BBQ with proceeds being donated to the local Legion & a car show for all to enjoy!

The staff had fun seeing a couple of managers getting a pie in the face! Donations came in from local businesses for a silent auction with proceeds going to Light the Night.

Some fun games for staff, along with a wonderful BBQ closed out the week-long celebration!

We'd like to thank all of our staff for being such an amazing team! Go Team Toyota!

Submitted By: Kelsey Goulding, Used Sales Manager, Gander Toyota



(L-R): Jeremy White, Greg Hicks, Lorne Stroud, Wayne Barkwell, Debby Yannakidis, Kyle Walsh, Correy Parsons, Kenny Wheeler, Kelsey Goulding, Charlene Coates, Brandon Feltham, Kayla Parsons, Mandy Woodford, Allison Manuel, Valarie Mercer, Tammy Andrews, Brian Watton, Steve Budden, Ken Fanning, Greg Foote, Baxter Babstock, Craig Chippett. Missing Mark Snow, Randy Nolan & Brent Keough



Customer, John Lush & New Sales Manager, Craig Chippett



DEALERSHIP NEWS

I Scream, You Scream, We All Scream for Ice Cream!

With Texas experiencing one of the hottest summers on record (over 70 days reaching 100 degrees and higher) we found a way to keep the team going and a little cooler.

Steele Chevrolet GMC Luling invited Amy's Ice Cream out for employee appreciation. The tastiest fun way to stay cool!

Submitted By: Pam Lenz, Controller, Luling Chevrolet



Wheel End Promo Winners

Every year ECI launches a 3-month brake parts promotion. Customers can earn ballots for a chance to win a Traeger Pellet Grill. This year we had 2 grills to giveaway. Congrats to the 2 winners of our annual Wheel End Promo, Bathurst Heavy Equipment and Chapman Bros!

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



Isaac Standing (ECI), with Bathurst Heavy Equipment owner, Corey Ronalds



David Weir (ECI), with Chapman Bros Shop Foreman, Dennis Ching

Subaru of Moncton Celebrates Outdoor Lifestyle Event

Subaru of Moncton held its first-ever Outdoor Lifestyle Event on Saturday, July 29th. It was a smashing success, bringing together Olympic gymnast Ellie Black, local vendors, thrilling activities and delicious food. This event was a testament to the dealership's commitment to fostering a strong sense of community and celebrating the outdoors. With clear skies and warm weather, it was the perfect setting for a day of festivities.

The highlight of the day was the presence of our favourite Olympic gymnast, Ellie Black. Her grace and athleticism inspired attendees, especially the young gymnasts in the crowd, who had the chance to meet their idol and even try gymnastic moves under her guidance.

The event featured local vendors such as The Trail Shop, Balsam Ridge Forest Domes and the Ice Cream Barn. DJ CueTwo kept the energy high throughout the day with a lively mix of music that had everyone tapping their feet and singing along. New

Country 96-9 radio station broadcasted live from the event with Tony Smith and his oversized cowboy hat, which Ellie loved!

However, we can't talk about Subaru of Moncton's Outdoor Lifestyle Event without mentioning the real star of the show, our very own Outback Man Grill, a.k.a. Bob Withers. Bob and his sous-chef, Patsy Tremblett, served up mouthwatering hamburgers, sausages, and chicken wings that were a hit.

We couldn't have asked for better weather or a more perfect day and would love to thank everyone who helped make this event a huge success!

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



Ellie Black and Tony Smith



Outback Man Grill a.k.a. Bob Withers

DEALERSHIP NEWS

Atlantic Mazda's CX-90 Launch Event

On July 20th, Atlantic Mazda had the pleasure of hosting a Launch Event for the all-new CX-90! Flying Boats Brewing Company in Dieppe was gracious enough to host our event and served up some of their awesome craft brews on tap to share with eventgoers. Their service was tremendous, and it felt good to have two Dieppe local businesses working together for a fun event!

It was great to see some of our clients make the trip in to check out the new CX-90 while enjoying some craft beers, snacks, and being able to mingle with the staff of Atlantic Mazda! We were lucky enough to have a few CX-90s available on-site for this event and were able to offer people a quick ride in the all-new CX-90! Lots of fun was had and we are definitely excited for the future launch of the CX-70 and how we will be able to make the event bigger and better!

Submitted By: Samuel Davidson, New Car Sales Manager, Atlantic Mazda



2023 Subaru National Dealer Meeting

What an amazing weekend spent with work family and Subaru Canada, so great to see what new and exciting is coming for our incredible brand.

Submitted By: Matthew Wilneff, General Manager, Steele Subaru



(L-R): Bob Withers, Patsy Tremblett & Matt Wilneff



(L-R): Matt Wilneff, Bob Withers, Patsy Tremblett, Natalie Meretsky, Kim Withers & JP Renaud- Subaru Fixed Operations DSM

Steele Mazda's First Annual Homecoming Car Show

We're thrilled to take you on a delicious journey back to our August 12th Car Show! It was a day filled with roaring engines and mouthwatering flavours, and we're excited to share the highlights with you.

A Remarkable Turnout: The event witnessed a remarkable turnout of cars, showcasing the vibrant Steele Mazda community.

Sizzling Food: Our food offerings were simple but oh-so-satisfying! Attendees enjoyed sizzling hot dogs and mouthwatering burgers, perfectly complemented by ice-cold sodas and refreshing water. It was a classic, no-frills feast that brought everyone together.

Prize-Winning Fun: The excitement was palpable as attendees won fantastic prizes, adding an extra layer of thrill to the event. -

Trophies Included: Highest Mileage, Rare Breed, People's Choice, Original State, Modified, Family Hauler

Community Bonding: Beyond the cars, it was the connections made and the shared passion for automobiles that made the day special. New friendships were formed, and old ones were rekindled.

Captured Moments: We've captured the excitement of the day in stunning photos. You can relive these moments by visiting our Social Media pages where you'll find some videos of the turnout.

We extend our heartfelt thanks to all who joined us, making the Car Show a roaring success. Your enthusiasm and presence were truly the driving force behind the event.

Keep an eye on our website and social media for updates on upcoming Steele Mazda events, exclusive offers, and more. We look forward to seeing you at our next gathering!!

Submitted By: Hope Young, Marketing Specialist, Steele Mazda



Steele Volkswagen Reno Complete

Steele Volkswagen moved into their newly renovated dealership in August. You can tell from the before and after pictures the amazing transformation it is. We could not be happier to be in our beautiful new space.

Submitted By: Brittany Delaney, Receptionist, Steele Volkswagen

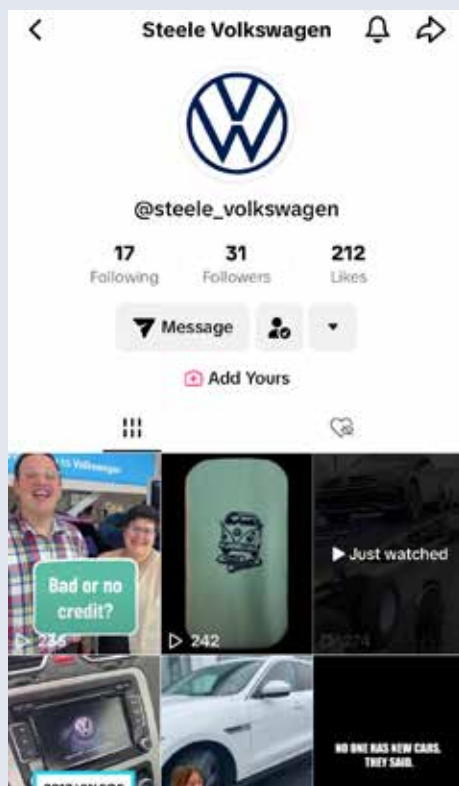


DEALERSHIP NEWS

Steele Volkswagen Joins TikTok

As Steele Volkswagen continues to grow its social media platform, they have joined the world of TikTok to promote new vehicles arriving, used car specials, the parts boutique, their brand new 6-car service drive-thru and much more!

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



**STAY
CONNECTED:**



Projects - 2nd Quarter 2023

Another busy quarter on the properties side:

Steele Volkswagen has reopened their doors in their newly expanded building in Dartmouth.

Construction of our new Volvo dealership in Bayers Lake kicked off in full swing in the latter part of Q3. We will see walls go up very soon as the steel is set to arrive in November.

We expanded our property holdings with the purchase of 3607 Kempt Road.

The Mazda signage reimaging program is complete, and the new look is great.

Our brand-new Steele Recreation building in Bridgewater is now open for business with the final touches being completed by the end of September.

Saint John Nissan construction is moving along very well and is scheduled for completion at the end of September.

Honda St. John's renovation is complete, we are fully moved in and it's business as usual.

Kyle Hyundai renovation is scheduled to be complete by the end of 2023, and our Volkswagen store in Waco is starting down the road of an 8-month service expansion renovation.

Your Way Auto has opened its doors in Moncton and will share the space at 711 Ferdinand with eBlock as a tenant. In Dartmouth, Your Way Auto is sharing a building at 692 Windmill Road with Steele On Demand.

Submitted By: Glendon Macburnie, Project Manager, Head Office



Volvo - Bayers Lake (?)



Steele Recreation

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

DEALERSHIP NEWS

Steele Advantage



FINANCING

Welcome to our newest team members to join SAF:

Nova Scotia

Victoria Walsworth - Halifax Chrysler

Peter Tays - Steele Ford, Steele Subaru
& Steele Mitsubishi

Mohammad Amin - Steele Honda

Prince Edward Island

Matt Mullen - Experience Hyundai, Discover Kia
& Subaru of Charlottetown

Top Dealers

NB - Atlantic Mazda

NFLD - Steele Honda

NS - Steele Chevrolet

PEI - Discover Kia

BRAVO!

CREDIT TIP:

Dispute credit report errors, you should regularly review your credit bureau. A mistake on one of your credit reports could be negatively affecting your score. You can dispute errors; this can help you quickly improve your credit. Common errors: payments marked as late when you paid on time, someone else's credit activity mixed in with yours or negative information that's too old to be listed anymore. If you notice an error, contact Equifax to get corrected.



SAF SPOTLIGHT



OUR TEAM IS OUR BIGGEST ASSET: MEET KIM HENNEBURY!

Kim Hennebury, Credit Specialist/Financial Services Manager with Steele Advantage Financing servicing Gander & St. John's, NLFD

What was your first job? My first job was working at Tim Hortons Drive Thru.

Where/ What is your happy place? My happy place is in the woods at the cottage. Listening to NOTHING..... Haha, just the birds!

What is one accomplishment you're most proud of? The accomplishment that I am most proud of is: After 12 years, 4 miscarriages and kept on trying... having my 1 and only daughter, Maddie. At the age of 42!!

Why Steele Auto Group? Steele Auto Group wants to see employees grow and gives us the tools to reach our goals.

What is one skill you would like to learn? I would like to learn more about getting the commitment and booking the deal ASAP.

Our goal with Steele Advantage Financing is to make auto financing achievable for everyone across Atlantic Canada!

If you are an employee who has been struggling to find a vehicle due to credit concerns, reach out to one of our Special Finance Managers. They will maintain confidentiality and ensure you have the best experience purchasing your new vehicle!

**Follow us on all social media platforms @steeleadvantagefinancing.
We keep you updated on credit tips, offers and our journey!**

Submitted By: Taylor Hessian, Special Finance Group Manager, Steele Advantage Financing

SAFETY

Hurricane Safety: Before, During & After

The Atlantic hurricane season runs from June to November.

BEFORE

- The key to staying safe is to prepare and have an emergency plan in place.
- Listen to local news and weather reports for any potential hurricane watches and warnings in your area.
- Find out if you live in an area where hurricanes could happen and sign up for local alerts.
- Know the difference between a hurricane warning and a hurricane watch.
- A hurricane warning means a hurricane is already occurring or will occur soon in your area. Evacuate if advised to do so.
- A hurricane watch means a hurricane is possible in your area. Stay alert for more information.
- Trim dead branches and cut down dead trees to reduce the danger of these falling onto your house.
- Secure everything on your property that can be blown around or torn loose.
- Secure windows and doors; move electronics and valuables away from breakable glass.
- If you live on the coast or in a low-lying area near the coast, be ready to move inland or to higher ground. High winds can create large waves, which may become storm surges when they reach the shore.
- Have your emergency kit ready. Families should be prepared to be self-sustaining for at least 3 three days. Kits should include practical items such as drinking water, food, cash, and a portable radio. However, they should also include items that are unique to your own family's needs. This could include baby items, medical prescriptions, pet food, etc.
- If you have already dipped into your emergency kit and food supply while staying at home, consider safely getting the supplies to replenish it following your local public health authorities' guidelines for leaving your residence.

DURING

- Be prepared to evacuate at a moment's notice.
- Stay informed by listening to the latest warnings and advisories. Tune in to the radio or local news channels, and/or follow your local news outlet and emergency officials on social media. You can also find information on the Canadian Hurricane Centre website.
- Turn around - don't drown! Avoid walking and driving through flooded areas.
- Never go out in a boat during a storm. If you are on the water and you see bad weather approaching, head for shore immediately. Do not go down to the water to watch the storm.
- Evacuate if advised by authorities or community leaders. Be careful to avoid flooded roads and washed-out bridges.
- If the eye of the hurricane passes over, there will be a lull in the wind lasting from two or three minutes to half an hour. Stay in a safe place on the main floor but not in the basement during this time. Remember once the eye has passed over, the winds will return from the opposite direction.

AFTER

- Continue to take precautions and listen to and follow directions from local authorities.
- Tune in to the radio or local news channels, and/or follow your local news outlet and emergency officials on social media.
 - Stay alert for extended rainfall and subsequent flooding even after the hurricane or tropical storm has ended.
 - Be prepared for secondary disasters such as flooding, landslides and building damage.
 - If you suspect your home is unsafe, do not enter. Rely on the professionals to clear your home for re-entry, if you are unsure.

- Stay away from damaged areas and fallen power lines. Watch out for debris such as sheet metal, glass or other sharp material.
- Do not use water that may have been contaminated. Throw out food that may have been contaminated, including from refrigerators and freezers.
- Wear long pants, a long-sleeved shirt and sturdy shoes when cleaning up.
- Examine your walls, doors, staircases, and windows for damage.
- Take pictures of damage, both of the building and its contents, for insurance claims.
- Check with local authorities on how to properly dispose of damaged items from your home.

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



Safety Excellence

Congratulations on being selected as an **Excellence Awardee** in the 13th annual **Canada's Safest Employers Awards**.

This recognition is no small feat, and you should be extremely proud! It stands as an impartial endorsement, exposure within your market, recognition for your team, and one step closer to winning the top prize.

"Excellence Awardee Notification - Canada's Safest Employers Awards 2023"

The winner will be announced at an awards gala happening on Thursday, October 19, 2023, at Liberty Grand, Toronto.

Great job **TEAM STEELE** at receiving this nomination, thanks everyone!

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



...AND IN OTHER NEWS



Heading into Fall With a Fresh Drive: Your Roadmap to Health and Wellness

As we gear up for the colourful and crisp season of fall, it's the perfect time to revamp our health and wellness routines. Just as we take care of our vehicles to ensure they run smoothly, it's equally important to maintain our personal well-being for a smooth journey.

1 Fall into Fitness

Autumn is a fantastic time to embrace outdoor activities such as biking, hiking, and walking while enjoying the stunning foliage. Regular physical activity keeps you fit, boosts your energy levels, and reduces stress.

2 Fueling up for Fall

As we transition to cooler weather, nourishing your body with seasonal, nutrient-rich foods is essential. Add seasonal produce like pumpkins, apples, and sweet potatoes to your meals for a delicious and healthy boost.

3 Prioritize Mental Health

Fall can be a busy season with work and personal commitments. Prioritize your mental well-being. Take breaks, practice mindfulness, and don't hesitate to reach out for support when needed. Remember, a well-maintained mind drives better decisions.

4 Stay Hydrated

With the temperatures dropping, it's easy to forget about hydration. But staying well-hydrated is just as important in the fall as it is in the summer. Always have a reusable water bottle on hand to keep you refreshed throughout the day.

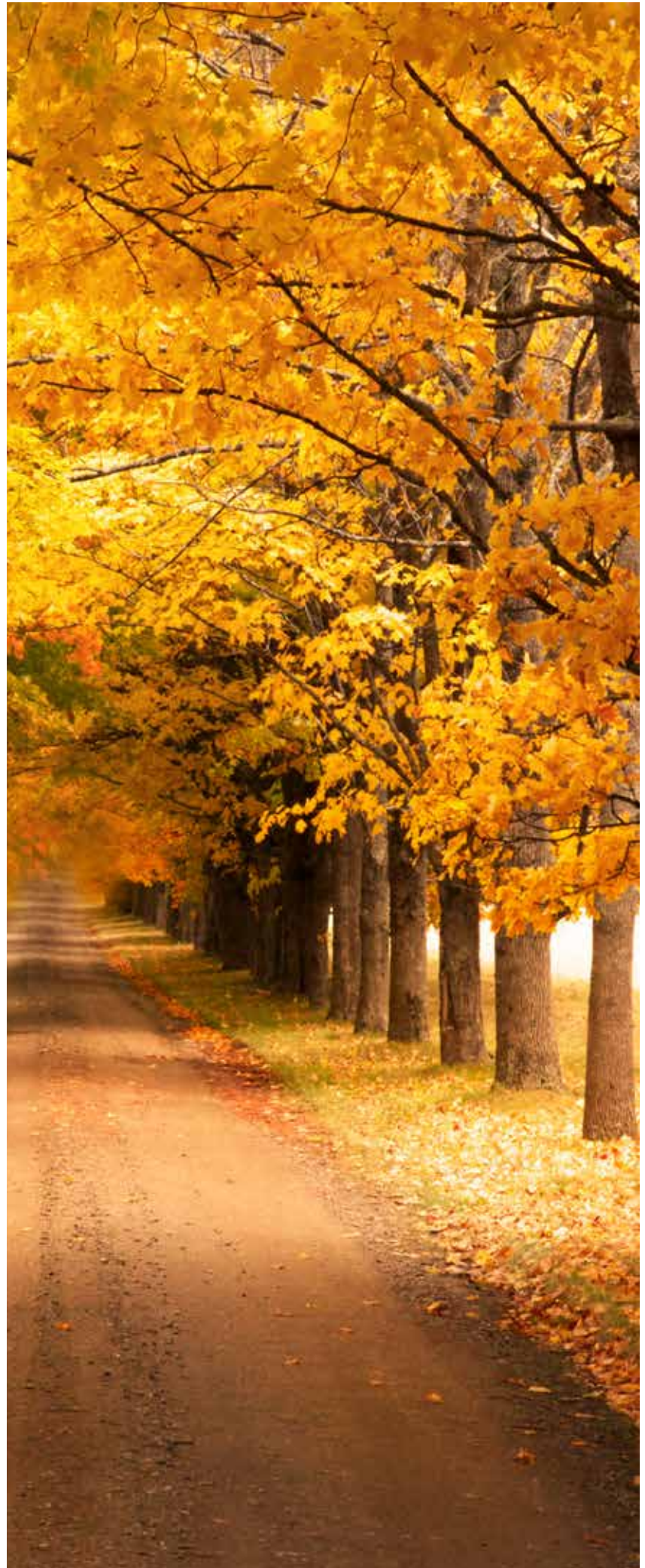
5 Enjoy the Journey

Let's remember the journey is as important as the destination. Take time to appreciate the scenic routes, the changing leaves, and the company of friends and family. Fall is the season of change, and it's the perfect time to embrace positive changes in your life, such as adopting healthier habits.

Let's make this fall a season of wellness and renewal, and thrive both on and off the road.

For more tips, follow @sherihealthcoach on Instagram.

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





WE'RE HIRING!

Steele Auto Group is always looking for qualified technicians and sales consultants.

Visit our website careers section at www.steeleauto.com for all current openings or apply by emailing: hr@steeleauto.com

STAY CONNECTED:

