

TADA Raises \$26,000 for Charity

In August, the Ontario auto industry got together in Gravenhurst, Ontario to raise funds for those in need. This year, the TADA Northern Memorial Golf Tournament raised over \$26,000 for charity.

"Each year we designate an honoree for the Memorial namesake," said Todd Bourgon, Executive Director of the TADA. "This year it was Corey Loveys' son Ron Loveys. Corey passed this past April and we wanted to do something special for the family. So we're donating to the charity of their choice, which is the Trillium Health Partners Foundation."

The support for this annual charity event is always outstanding, and this year was no exception. "We've seen support from OEMs, dealers and vendors," Bourgon said. "We had 156 golfers, and we're oversold. We could have probably sold another 12 to 14 foursomes, but we just physically can't fit everyone in."

The tournament was well attended, and well supported, by those in the auto industry, and beyond.

"Joe Bowen, 'the voice of the Toronto Maple Leafs,' was our host MC," Bourgon added, "while Peter Holland, who plays for the Leafs, not only spent the day with us golfing, but also brought an autographed jersey and stick for the putting contest. He's been very approachable and eager to lend his support to a good cause."



Todd Bourgon, Executive Director, TADA; Bob Redinger, TADA President; Michael and Ron Lowry

Jack Kazmierski

LuckyDog Opens in Owen Sound



Adam and Kim Cooke, owners, with Gabe Bruce, (GM)

market decide what type of vehicles the company will continue to stock.

The concept for the dealership includes a laid-back atmosphere with no sales staff and a low overhead. Since everything is indoors, all of the cars will be cleaned and unlocked so customers can look through them at their own leisure.

"We have a killer sound system rocking out tunes and a lounge to relax in. It is not like any car dealership anyone's been to in Grey Bruce. We also have a low overhead and our prices reflect this," says Cooke. *✪ Dave Clark*



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A new indoor dealership has opened in Owen Sound, ON that focuses solely on the used market. LuckyDog Motors is a 10,000 square foot facility that will focus on cars between \$5,000 and \$15,000.

Owner Adam Cooke says he currently has 35 vehicles in his inventory and will let the

Ford Sets Due Date for Autonomous Vehicles

Ford says it intends to have a fully autonomous vehicle in commercial operation in 2021 for ride-hailing or ride-sharing service. In order to deliver on the promise, the company is boosting research in key areas, including advanced algorithms, 3D mapping, LiDAR, and radar and camera sensors.

"The next decade will be defined by automation of the automobile, and we see autonomous vehicles as having as significant an impact on society as Ford's moving assembly line did 100 years ago," said Mark Fields, Ford President and CEO. "We're dedicated to putting on the road an autonomous vehicle that can improve safety and solve



Mark Fields, Ford President and CEO

social and environmental challenges for millions of people—not just those who can afford luxury vehicles." *✪ J.K.*

TRADER Partners With Coherent on Big Data

TRADER Corporation has partnered with Toronto-based Coherent Path on a project that will see consumer data benefit the Canadian automotive industry.

TRADER says they have the ability to identify where individual consumers are, and where they are headed, in the car buying process. This information can be used by both manufacturers and dealers to reach these shoppers online at the right place, at the right time, and with the right message.

"Most Canadian car buying journeys involve autoTRADER.ca at some point, and that creates a lot of data," said Roger Dunbar, Vice President of Marketing at TRADER. "By leveraging this marketplace data high-ground, we will be able to project and stimulate the car buying journey for individual consumers. Our customers will have the ability to strategically place messages within the various stages of the consumer's journey, increasing ad effectiveness and driving incremental revenue as a result." *✪ J.K.*



Chris Cawston, Sym-Tech's President & General Manager

Sym-Tech Partners With Rifco

Sym-Tech (Sym-Tech Dealer Services) has invested in Rifco (Rifco National Auto Finance). The latter is an auto finance company that provides consumers with non-prime financing solutions through a network of new and used vehicle dealers operating in all provinces except Quebec.

"We are excited about the opportunity to collaborate with Rifco," said Chris Cawston, President & GM of Sym-Tech "Rifco's automotive lending focus on quick credit decisions, expedited funding and outstanding dealer service pairs perfectly with Sym-Tech's professional F&I performance driven solutions and we anticipate delivering increased dealer F&I performance and customer satisfaction."

Sym-Tech believes their experience in the Canadian marketplace, combined with Rifco's experience in new and used vehicle finance, will provide OEMs, dealers and dealer groups with one of the most comprehensive F&I offerings available.

"Today's automotive industry is seeking refreshing, creative and value driven business office solutions for dealers to deliver to their consumers," said Bill Graham, President & CEO of Rifco. "We are looking forward to working with the Sym-Tech team toward innovative F&I opportunities." *✪ J.K.*

Jim Pattison Buys Saunders Subaru

Colwood, B.C.'s Saunders Subaru, which has been owned and operated by the Saunders family for 36 years, has been sold to the Jim Pattison Auto Group. Bob Saunders and his wife Norma led the dealership since they started it in 1980. It has been a true family business, with each of their five children getting involved in business operations over the years.

The Saunders family was very well known in Colwood and the

Victoria capital region for their philanthropy, giving to many organizations including the local children's hospital, the Salvation Army, Cops for Cancer and a long list of youth sports and organizations.

Saunders Subaru is now the Pattison Group's third dealership in the Victoria capital region and its fifth Subaru dealership, making it the largest Subaru retailer in Canada. *✪ D.C.*

Silvy Niquet Reaps Prestigious Canadian Business Award

Silvy Niquet was recognized as the 2016 CADA Ambassador Laureate, a prestigious award attributed by the Canadian Automobile Dealers Association (CADA).

The Automobiles Niquet (Audi and Volkswagen) President, from Saint-Bruno-de-Montarville, Quebec, becomes the first Quebec businesswoman to receive this award. She also happens to be only the second Canadian, among the 33 nominees since 2006, to receive this distinction.

"The Laureate is the highest distinction bestowed on new-vehicle dealership personnel, explained CADA Executive Committee Chairman Harry Mertin. "What makes this award so special is the fact that industry stakeholders such as manufacturers, dealers and vendors, are involved in its selection. Other important factors include community involvement and overall impact on the local business environment."

The jury was thoroughly impressed by Silvy Niquet's acumen and energy in building a progressive company which actively promotes sustainable development and supports numerous local community initiatives. *✪ Josée Hamelin*



Automobiles Niquet President, Silvy Niquet

Northern Honda Moves to New Location



Northern Honda in North Bay, ON has moved to a new, 19,000 square foot home which it hopes will improve the customer experience and provide more space for its growing team - 36 employees, and counting.

The \$6 million investment will include all new service equipment and a drive through service centre with a six-car capacity. The new site is four acres in size, which will allow the dealership to increase its inventory as well as add more space for customer parking. *✪ D.C.*



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