

BUSINESS

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Creating cohesive work environments



+ *Spotlight on:*
**PERFORMANCE
AUTO GROUP** **50**
years

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50 YEARS *of* CARS AND COMMUNITY

If you live in Niagara, chances are you have purchased a vehicle from Performance Auto Group. The company is deeply rooted in the business landscape of our region. As the Niagara community has grown and changed, Performance Auto Group has evolved in kind, and this year celebrates its 50th anniversary. >>

It all started in 1964. Two friends, Cam Champion and John Mann, who both had a passion for sports cars, decided to parlay that interest into a business. They had just finished travelling through Europe together following F1 Racing and visiting European automobile factories.

Cam Champion notes, “It was an interest in sports cars and racing that led us to opening our car business.”

Upon returning to Niagara in 1964, these long-time friends opened Performance Cars on a little lot on Lake Street, offering brands such as MG, Triumph, Jaguar, Lotus, and Sunbeam.

In 1965, from the Glenridge Plaza in St. Catharines, they began selling small Honda motorcycles and sports cars, which were the rage at that time for young people looking for their first transportation.

“IT WAS AN INTEREST IN SPORTS CARS AND RACING THAT LED US TO OPENING OUR CAR BUSINESS”

— CAM CHAMPION

The following year, they built their first new dealership naming it Autotrend and selling Volvo, Fiat, Alfa Romeo, and Porsche.

In 1969, Charles Taylor & Co. was acquired and re-named Checkpoint Chrysler adding Dodge, Plymouth, Chrysler, and Fargo trucks to the product line.

In 1972, Performance Collision Centre was established to service the needs of a growing family of automotive dealerships and customers.

In 1976, Performance Cars was appointed the exclusive dealer for the full line of Mercedes-Benz cars and medium trucks in Niagara.

The year 1987 saw the opening of the first luxury car dealership for a Japanese manufacturer when Honda introduced Acura. Performance Cars was appointed the exclusive Acura dealer in Niagara and was the first dealership opened in Canada.

In 1989, BMW of Germany approached Cam and John to represent their luxury autos exclusively in Niagara and a new facility for sales and service was built at the Performance Auto Complex on Lake Street in St. Catharines. When BMW acquired the manufacturing rights for the British MINI and Rolls Royce automobiles, Performance built a new showroom for MINI adjacent to BMW.

In 1990, John and Cam approached Dominey’s Toyota, which was one of the first Toyota dealerships in Canada dominating the sports car and small truck market. They successfully negotiated the purchase of that franchise. The following year, Toyota established a luxury line of cars to compete with Acura and, because of their luxury automotive experience, Cam and John were asked to represent Lexus in Niagara, one of 22 exclusive Lexus dealerships in Canada. Their original new facility on the Lake Street Auto Complex was increased to accommodate the Lexus-Toyota brands. An additional small showroom was built next to this facility for Scion, which was a new youth-oriented brand designed by Toyota for North America.

The company added other youthful, nostalgic product lines between 2004 and 2011, bringing MINI St. Catharines, smart Centre St. Catharines, and Performance FIAT into the fold.



Cam Champion & John Mann, 1964

Hyundai, the large South Korean conglomerate, added their franchise to Performance Cars in 2002, with new facilities being completed in 2009. As a result, they were offered the opportunity to expand to Grimsby with a large, new facility in 2012, addressing the consumer growth needs of West Niagara.

In 2013, Performance Collision was moved to a much larger location at 342 Ontario Street in St. Catharines to once again address the growing collision repair needs of the Performance dealership family, but also to meet an exciting new need in the marketplace for vehicle restyling, including a variety of tints for windows, vinyl striping, bed liners, and paint protection film for vehicle hoods.

While John and Cam have spent the last 50 years expanding and growing their business, it has been because of the more than 400 full- and part-time employees who have supported their journey.

John and Cam note, “We have been very fortunate over the years to have hired the right people at the right time. Our business is all about people, and we have very good people working for us.”

Many employees have made Performance their long-term career choice. Some started out as part-time clerks or washing cars and are now department managers or general managers.

A prime example is Bill Anderson, the company’s Executive Director of Product Marketing, who joined Performance Auto Group in 1965. “He wrote his last exam on a Thursday afternoon and started working Friday morning,” comments Mann.



Performance Cars, 1964



Autotrend, 1967

Performance has done a great job creating worthwhile opportunities for employees wanting to remain in Niagara. These jobs include retail sales, service, parts; collision and paint repair; vehicle restyling; management; accounting and administration; human resources; marketing and communications, including graphic design, photography, videography, digital media, and web technology. And the list goes on. There are opportunities in so many areas.

Performance is preparing for the future every day in not only constantly updating their facilities, but in making sure that the employees who will be taking over the company when the founders retire will be committed to holding up the same level of customer service.

Rein Knol, one of the current Vice Presidents of Performance says, “Consumers are very knowledgeable about the vehicles they are buying. So what Performance has put into place is what we can control the most, which is the experience.”

There are certain qualities Performance management looks for in hiring employees. Chief among them is the commitment to “the Performance Experience,” which lends itself to a friendly and comfortable shopping, buying, and servicing experience - a high point of satisfaction for many guests. It is important to note that customers are treated and referred to as guests.

A testament to their continued excellence, Performance Auto Group was a repeat winner of Canada’s 50 Best Managed Companies program in 2003 and 2004.



Longest Serving Employee, Bill Anderson

Today, the re-branded Performance Auto Group is a leading automotive company in Niagara and Southern Ontario, offering 16 of the most sought-after manufacturer brands and hundreds of quality used vehicles.

As the company and community have grown, Performance Auto Group has given back in countless ways supporting the people and organizations contributing to the quality of life in our region. These organizations include United Way, Brock University, Niagara College, Niagara Health System, Niagara



The future of Performance Auto Group, L-R Vice-Presidents Shawn Reeves, Rein Knol, and Andrew Marchand

Symphony, Music Niagara, Kiwanis, Niagara Children’s Centre, Child Advocacy Centre Niagara, and Youth for Christ to name but a few. Performance Auto Group has also been a strong supporter of Niagara College, Brock University, and local high-schools recruiting graduates from these institutions.

So what does the present and future hold for automotive and Performance Auto Group?

“Industry experts indicate that, in the future, there will be only five or six automobile manufacturers worldwide,” states Mann.

Mann notes that the current consolidation of manufacturer franchises is the result of the enormous costs of research and development of new technologies facing the new car manufacturers. Examples of consolidation include the addition of FIAT to the Chrysler group, MINI to BMW, and smart fortwo to Mercedes-Benz and this has kept Performance Auto Group expanding its facilities and investing in new technologies, equipment, and computers.

A TESTAMENT TO THEIR CONTINUED EXCELLENCE, PERFORMANCE AUTO GROUP WAS A REPEAT WINNER OF CANADA’S 50 BEST MANAGED COMPANIES PROGRAM IN 2003 AND 2004.

“They say there is more technology in a car today than the first rocket that landed on the moon,” states Champion.

Automobiles have increasingly more computerization. And automotive technicians have become engineers. There is a whole new skill set needed to be able to work on cars these days, and it is specialized for every different car model.

There is a welcoming trend toward more fuel-efficient cars and trucks as well, giving consumers an ever-increasing choice of hybrid, diesel, and electric cars.

Vehicles are also being built with aluminum and other

lighter-weight as well as organic materials. “It’s quite exciting,” notes Mann, but it also requires dealerships with the specialization and equipment needed to service these vehicles, which is why we are continually investing in our facilities and in our people.”

One of the fastest growing segments in automotive electronics is Advanced Driver Assistance Systems (ADAS). ADAS are systems developed to automate/adapt/enhance vehicle systems for safety and better driving. Adaptive features may automate lighting, provide adaptive cruise control, automate braking, incorporate GPS/ traffic warnings, connect to smartphones, alert driver to other cars or dangers, keep the driver in the correct lane, or show what is in blind spots.

While the automotive industry is constantly changing, both Mann and Champion believe that automobiles will remain the primary source of transportation, at least for the foreseeable future. “The investment in highways and roads would indicate that the need and the demand for cars will continue to increase, despite improvements in public transportation, etc.”

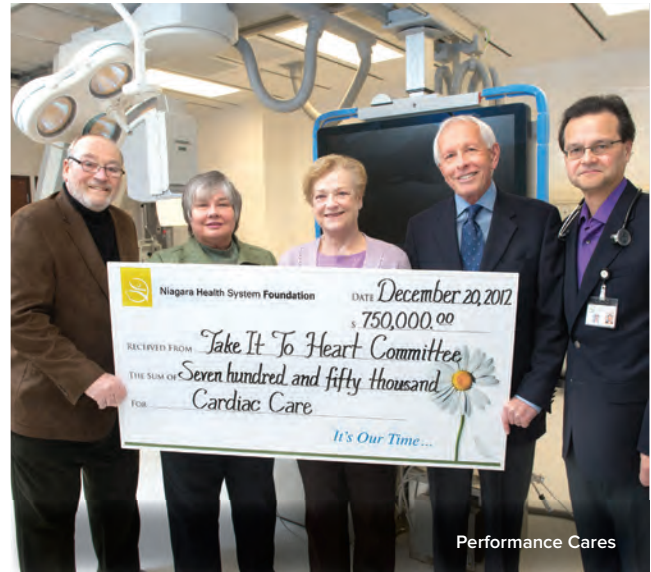
“WE HAVE HAD CUSTOMERS FOR LIFE,
AND THAT’S WHAT WE LOOK TO DO.”

— JOHN MANN

Performance Auto Group feels they have positioned themselves competitively for the future with the 16 brands they represent. They have also established seven separate and distinctive pre-owned operations to competitively serve the community.

For 50 years, Performance Auto Group’s business model has embraced a customer for life philosophy. “We have guests to whom we have sold their very first car, then the first car for their kids, and so on as their needs change,” states Mann, “We have had customers for life, and that’s what we look to do.”

The future for Performance Auto Group is unlimited. With many good things happening in Niagara and within the automotive industry, Performance will continue to evolve and contribute, always delivering on its slogan “for people going places.”



Performance Cares



Performance Auto Group Buyer of Tomorrow



The Performance Experience



1964

Performance Cars is founded with Austin, MG, Triumph, Jaguar, Lotus and Sunbeam.



1965

Performance Honda



1969

Checkpoint Chrysler



1967

Autotrend is launched offering Volvo, FIAT, Alfa Romeo, and Porsche.

1972



Performance Collision Centre

1976



Performance Mercedes-Benz



1990

Performance BMW
Performance Toyota



1987

Performance Acura



1991

Performance Lexus



PERFORMANCE The First



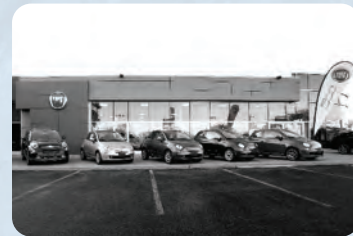
2013
Performance
Collision &
Restyling



2014
Performance Auto
Group celebrates its
50th Anniversary.



2012
Grimsby
Hyundai



2011
Performance
FIAT

**AUTO GROUP:
Fifty Years**



2002
Performance
Hyundai
EQUUS



2010
Performance
Scion



2005
smart Centre
St. Catharines

2001
Performance
Chrysler Dodge
Jeep RAM

2003
Winner (2003 & 2004) of
Canada's 50 Best Managed
Companies program.



2004
MINI
St. Catharines

50
years

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to the Performance
Auto Group on
50 great years in
the Niagara Region.



TLX

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Performance Acura for their
continued excellent service.



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on your
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Anniversary
Performance
Auto Group



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Congratulations

to the entire team at Performance Auto Group on achieving this milestone.

It takes hard work to survive and grow over 50 years. On behalf of the Partners and Staff of Partridge Iggulden LLP, Chartered Professional Accountants, we wish Performance Auto Group more success and prosperity for the next 50 years.

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Performance
Auto Group



“WE HAVE BEEN VERY FORTUNATE OVER THE YEARS TO HAVE HIRED THE RIGHT PEOPLE AT THE RIGHT TIME. OUR BUSINESS IS ALL ABOUT PEOPLE, AND WE HAVE VERY GOOD PEOPLE WORKING FOR US.”

— JOHN MANN & CAM CHAMPION



Thank You For Fifty Great Years!



 Performance Auto Group **50**
years



performanceautogroup.ca



CUTTING MEETS EDGE



NX

Introducing the all-new Lexus NX. Dramatic lines. Dramatic reactions. The NX was boldly constructed to up the ante on compact luxury SUVs. A growling spindle grille and striking 3-lamp LED headlights. Elegant illuminated door handles and dual exhaust. Your choice of a remarkable third-generation hybrid powertrain or a feverish twin scroll turbo—a first for Lexus. Not to mention F SPORT—an exclusively designed, detailed and performance-enhanced NX that can inject track-spirit into a jaunt to the corner bistro.

COMING WINTER 2014.

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for people going places