

Canada Auto Guide

CENTRAL SIMCOE EDITION

BARRIE • INNISFIL • ORILLIA • BRADFORD • ALLISTON • ANGUS

8

CAD

THE ESSENTIAL GUIDE FOR EVERY DRIVER

TRUSTED MECHANICS & AUTO EXPERTS

LOCAL SKILL. REAL WORK. STRONGER COMMUNITIES.

**Classic Icons:
1953-1955 Legends**

TIMELESS CARS. LASTING STORIES.

CANADA AUTO GUIDE

**Truck Engineering
Showdown**

POWER. INNOVATION. REAL-WORLD USE.

CENTRAL SIMCOE | OCTOBER 2026

**City Infrastructure
Update**

ROADS. GROWTH. CENTRAL SIMCOE.

**Maintenance Tips
for Ontario Drivers**

DRIVE SMARTER. GO FURTHER.

SIX COMMUNITIES. ONE PRACTICAL GUIDE.

PRE-OWNED VEHICLES

YOUR NEXT CAR,
WITH FEWER
SURPRISES.

A complete sales concept built around useful questions, a clear walk-around and an organized test-drive. The final advertiser can replace this sample inventory story with approved vehicles, pricing and finance terms.



ONE COMPLETE VEHICLE. ONE CALM DECISION PATH.

A BUYING VISIT WITH A CLEAR PATH

Start with the driver's daily routine, budget and ownership priorities. Then move through a useful shortlist, a condition conversation and a properly planned test drive. The final advertiser can replace this concept with approved inventory and terms.

NEEDS-BASED SHORTLIST

VEHICLE HISTORY REVIEW

TRADE-IN PLANNING

SAMPLE OFFER: BOOK A 30-MINUTE VEHICLE MATCH SESSION

SAMPLE PRICING AND DETAILS - REPLACE WITH APPROVED ADVERTISER INFORMATION BEFORE PUBLICATION



CALL / VISIT / BOOK - DEMO DETAILS

705-555-0101

pine-steel.example

87 Sample Way, Barrie, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



ABOUT THIS ISSUE

Built for Canada's drivers.

Practical knowledge. Canadian context. A clearer next decision.



A national edition, grounded in everyday driving

Canada Auto Guide brings together vehicle ownership, maintenance, buying decisions and automotive culture. This edition is designed for readers across Canada: people who want to understand the question before they approve a repair, choose a vehicle or set off on a trip.



Read the conditions behind the headline

A model name is not a complete specification. Vehicle capability depends on model year, trim, equipment and loading. Regulations, insurance and consumer protections differ by province and territory. Use the relevant authority and the exact vehicle documentation for decisions that depend on those details.



Editorial and advertising

Editorial guidance and advertising serve different purposes and are presented separately. Advertisements carrying SAMPLE / DEMO labels are illustrative placements. Their business names, offers, maps and contact details are demonstrations, not a verified service directory.



A useful issue is one you can revisit

Keep the pages that answer questions you expect to face again. Record symptoms before a service visit, compare complete quotes and ask how a repair result will be checked. Sources under articles provide a starting point for verification; changing specifications and operating conditions should always be checked before acting.

PUBLISHER

Langeviix Innovations Inc.

EDITION

Canada / October 2026 / Vol. 1 / Issue 1

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DRIVING
A BRIGHTER
CANADA

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Stronger
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SUPPORT LOCAL.
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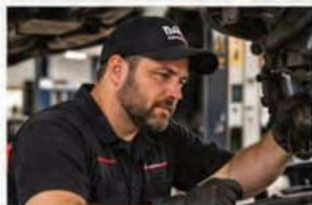
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STRONGER COMMUNITIES
KEEP US MOVING FORWARD.

From the Editor

LOCAL KNOWLEDGE DRIVES STRONGER COMMUNITIES

Cars do more than get us from point A to point B. They connect us to work, to family, to weekend adventures, and to the places that make Barrie home. But behind every safe and reliable drive is something even more important: local knowledge, and the people who keep our vehicles on the road.

Trusted, independent mechanics are the backbone of our community. They're small business owners, skilled tradespeople, neighbours and friends. They keep our families safe, our businesses moving, and our local economy strong. When we choose local automotive experts, we're not just fixing a car — we're investing in a stronger Barrie.

That's why Canada Auto Guide – Barrie Auto Guide exists. Our mission is to bring together practical, easy-to-understand automotive education with real local business visibility. We cover the topics that matter to everyday drivers — from maintenance tips and vehicle technology to infrastructure updates and industry insights — while shining a light on the trusted local shops and professionals who make a difference in our community.

We believe informed drivers make better decisions. A more connected community drives local. And a stronger Barrie moves forward together.

Thank you for reading, for supporting local, and for being part of this journey. We're proud to tell the stories of the people and businesses that keep Barrie on the road — and we're just getting started.

Great drives. Stronger communities.

Mahdi Emamdoost

MAHDI EMAMDOOST
FOUNDER / EDITOR
BARRIE AUTO GUIDE



Mahdi Emamdoost
FOUNDER / EDITOR
BARRIE AUTO GUIDE

“A stronger Barrie moves forward when local people keep each other on the road.”



SMART MOBILITY

When the car is not the best tool

The best travel choice looks at the whole journey — the people, the load, the destination and the way home.

People
Places
Options
A Stronger
Canada



Compare door-to-door time, total trip cost and the return journey.
Choose the combination that fits the task.

DIFFERENT
JOURNEYS
A STRONGER
CANADA



Compare the trip end to end

A navigation estimate is only one part of a journey. Add the time to reach the vehicle, find parking, pay and walk to the entrance. For transit, include waiting time, transfers and any last connections. A train that takes twenty minutes may still create a longer trip if the station is far away. Compare realistic door-to-door journeys at the time you plan to travel, then do the same for the return. The faster outward option can become the slower evening choice.



Count the full cost honestly

For a single outing, compare fares for everyone travelling with fuel or electricity, parking and any tolls. Do not treat a monthly transit pass you already own as a new expense, or ignore a parking fee because fuel seems inexpensive. For a larger decision, such as whether a household needs another vehicle, also consider insurance, maintenance, financing and depreciation. The cheapest extra trip today is not necessarily the arrangement that keeps the household's annual transport spending lowest.



Choose around the task

Carrying tools, travelling with several people or going where service is sparse can make driving the practical choice. A single appointment near a frequent transit route may favour leaving the car at home. Weather, timing and personal mobility also matter. Start with the task rather than a loyalty to one mode. The strongest plan also considers children, luggage, medical needs and the flexibility you will need if the appointment runs late.



Use the options that actually exist

The available options matter as much as the ideal comparison. Where distances are long or service is limited, a shared lift or combining several errands may be more workable than a complicated chain of connections. Agree on pickup times and a backup before relying on another driver. A sensible mobility plan starts with the services and support you can actually use; it does not require a journey to fit a system that is unavailable.



Make transfers truly workable

Combining modes can work well, provided the connection is real. Check whether parking at the transfer point is permitted for the duration of your trip, whether payment is required and when the lot closes. Confirm the correct station entrance and the walking route between services. For a journey involving a mobility device, ask about the actual boarding arrangement and check elevator or accessibility notices. A general accessibility symbol does not tell you whether every part of your journey is available that day.



Keep a reliable way home

Check the operator's current timetable, service alerts, fare rules and last useful departure before leaving. Build in time for transfers rather than depending on a connection that requires everything to go perfectly. If you are dropping a vehicle for repair, ask when it is likely to be ready and what happens if parts delay the work. Keep a second return option, a charged phone and enough payment capacity. Making that decision while comfortable at home is easier than improvising after the final service has left.

Mechanic Voices

REAL PEOPLE. REAL EXPERTISE.
A STRONGER BARRIE.

We sat down with a local technician to talk about what Barrie drivers should know — from seasonal maintenance to warning signs people often ignore, and what really makes a great local shop.



JESSICA M.
AUTOMOTIVE TECHNICIAN
BARRIE, ON

Q: Tell us a bit about your background and what you enjoy most about being a technician.

Jessica: I've been in the automotive industry for over 8 years, and I've always loved solving problems. Every vehicle is a bit of a puzzle. What I enjoy most is helping people feel confident and safe on the road. In Barrie, we see a wide mix of vehicles and driving conditions, so no two days are the same — and that keeps it interesting.

Q: How does our climate affect vehicle maintenance in this area?

Jessica: Ontario's seasons are tough on vehicles. Winters bring cold starts, salt and moisture, which can lead to rust, battery issues and worn suspension components. In the summer, heat can be just as hard on your vehicle — it puts extra strain on your cooling system and can cause fluids to break down faster. The key is staying ahead of it with seasonal maintenance.

Q: What seasonal maintenance do you recommend for Barrie drivers?

Jessica: In the fall, get your battery tested, check your tires, inspect your brakes, and make sure your heating and defrost systems are working properly. In the spring, look at your tires again, check for any winter damage, and get an oil change if needed. It's also a good time to inspect wiper blades, fluids and your air conditioning before the hotter months.

Q: What are the most common warning signs drivers ignore?

Jessica: The big ones are strange noises, warning lights on the dash, and changes in how the vehicle drives. A squeak, a rattle or a vibration usually means something needs attention. People also ignore small oil leaks or put off brake service until there's a bigger problem. Catching issues early can save hundreds — sometimes thousands — down the road.

Q: What makes a good local auto shop?

Jessica: Trust, communication and consistency. A great shop takes the time to explain what's going on in plain language, shows you the options, and doesn't pressure you. Local shops also understand the needs of the community — from winter prep to family vehicles, work trucks and everything in between. It's about building relationships, not just fixing cars.

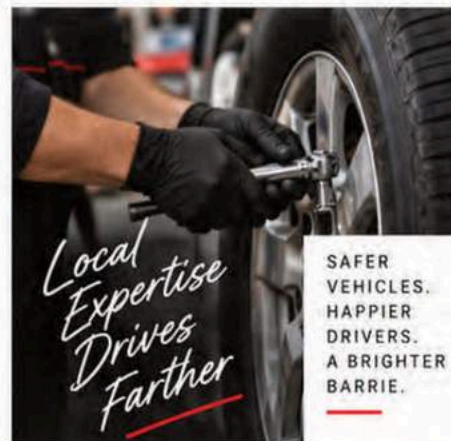
Q: Any final advice for Barrie drivers?

Jessica: Stay on top of your maintenance, listen to your vehicle, and don't be afraid to ask questions. A little attention goes a long way, especially with our climate and road conditions. And support local — you're not just getting your vehicle serviced, you're investing in people who live and work right here in our community.

Same Roads. Stronger Together.

Quick Takeaways for Barrie Drivers

- 1 Prepare for the seasons.** Check your battery, tires, brakes and fluids in the fall and spring.
- 2 Don't ignore the signs.** Strange noises, warning lights or changes in performance deserve a closer look.
- 3 Choose a local shop you trust.** Look for clear communication, honest advice and a team that understands Barrie's driving needs.





A LEGEND TAKES FLIGHT

1955 Mercedes-Benz 300 SL Gullwing

ENGINEERING A HIGHER STANDARD

A masterpiece of performance, design and innovation that changed the automotive world forever.



ICONIC DESIGN.
TIMELESS APPEAL.
A BRIGHTER TOMORROW.

In 1955, Mercedes-Benz unveiled a car that didn't just push boundaries — it redefined them. The 300 SL Gullwing was more than a beautiful machine; it was a technological leap forward, born from racing success and engineered with uncompromising purpose. It combined the soul of a race car with the refinement of a grand tourer, instantly captivating the world and setting a new benchmark for what a production car could achieve.

Racing Heritage, Road-Born Legend

The 300 SL traces its origins to Mercedes-Benz's dominant success in European motorsport, particularly the 300 SL race car that won the 1952 and 1953 Carrera Panamericana. The production model brought that race-proven engineering to the road, allowing drivers to experience Formula-inspired performance in a beautifully crafted, road-legal package.

Engineering Excellence

At the heart of the 300 SL was a 3.0-litre inline-six with direct fuel injection — a revolutionary feature for a production car at the time. Producing 215 horsepower, it could reach 100 km/h in just 8.8 seconds and top out at 260 km/h, astonishing figures in the mid-1950s. The fuel-injection system, derived from racing, delivered sharper throttle response and greater power than conventional carburetors, cementing the 300 SL's reputation as the world's fastest production car of its day.

Lightweight by Design

To save weight, Mercedes used a lightweight tubular space frame, with thin aluminium body panels. The result was a rigid yet remarkably light structure weighing just 1,295 kg — exceptional for its era. This combination of strength and low mass gave the 300 SL its outstanding agility and performance, qualities that made it as capable on winding roads as it was on the racetrack.

The Iconic Gullwings

The 300 SL's most striking feature is, of course, its upward-opening gullwing doors. They weren't just for show — the high sills, a necessity of the space frame, made conventional doors impractical. The dramatic doors turned a technical challenge into an unforgettable design signature, giving the 300 SL a presence unlike anything else on the road.

A Timeless Legend

Today, the 1955 Mercedes-Benz 300 SL Gullwing is celebrated as one of the most important and desirable classics ever built. It represents a perfect convergence of motorsport heritage, advanced engineering, and breathtaking design. More than seven decades later, it continues to inspire collectors, enthusiasts and dreamers around the world — a reminder that true innovation and beauty never go out of style.

The 300 SL didn't just open doors — it opened a new chapter in automotive history.

AT A GLANCE



MODEL	1955 Mercedes-Benz 300 SL Gullwing
ENGINE	3.0-litre inline-six (fuel injection)
HORSEPOWER	215 hp @ 5,800 rpm
TORQUE	275 Nm @ 4,600 rpm
0 - 100 KM/H	8.8 seconds
TOP SPEED	260 km/h
WEIGHT	1,295 kg
BODY	Aluminium panels on tubular space frame
DOORS	Iconic upward-opening gullwing doors
PRODUCTION	1954 - 1957 (approx. 1,400 units)



"A masterpiece then. A legend forever."



HERITAGE
PERFORMANCE
BEAUTY
WITHOUT COMPROMISE.



A cockpit designed for drivers.



Three letters. Endless admiration.



Truck Engineering Showdown

THREE ICONS. DIFFERENT STRENGTHS. A STRONGER CANADA.

The full-size pickup segment is more competitive than ever, and for good reason — these trucks do real work for real people. We put three of the most popular models on Canadian roads head-to-head to see how they stack up in the areas that matter: comfort, capability, technology and everyday livability.

Built for Canadian Life.

REFINED STRENGTH FOR REAL LIFE.



RAM 1500

The comfort champion.

The RAM 1500 has built its reputation on delivering a remarkably smooth, quiet ride without sacrificing capability. It's the most car-like of the trio, with a refined interior, smart storage and a suspension that soaks up rough roads with ease.

Power comes from a proven 3.6L Pentastar V6 (with eTorque), a muscular 5.7L HEMI V8 (with eTorque), and the new 3.0L Hurricane twin-turbo inline-six, which brings impressive power and efficiency. The available air suspension takes ride comfort to another level, especially on broken pavement — a big plus for Canadian backroads.

Inside, the RAM stands out for its upscale materials, intuitive Uconnect 5 system and class-leading rear seat space. It's a truck that feels as good at the jobsite as it does on a weekend getaway.

Best for:

Drivers who want a premium, comfortable truck that can still get the job done.

CANADA'S BEST-SELLING TRUCK. FOR A REASON.



Ford F-150

The do-it-all benchmark.

The F-150 continues to set the bar for versatility. With a wide range of powertrains — including a 3.3L V6, 2.7L EcoBoost V6, 5.0L V8 and 3.5L EcoBoost V6 — there's an F-150 for just about every kind of driver. The available PowerBoost™ hybrid adds impressive torque and real-world efficiency, making it a smart choice for both work and family duty.

On the road, the F-150 feels solid and composed, with a well-tuned suspension that balances comfort and control. Towing is where it shines, with best-in-class available towing capability and smart trailering tech that makes hitching and hauling easier.

The cabin is functional and modern, with a large touchscreen, thoughtful storage and work-ready features like the available Pro Power Onboard, turning your truck into a mobile generator.

Best for:

Drivers who want maximum versatility, modern technology and proven capability.

DEPENDABLE. CAPABLE. CONFIDENT.



Chevrolet Silverado 1500

The steady, no-nonsense performer.

The Silverado 1500 brings a strong mix of traditional truck toughness and modern refinement. It offers a 2.7L Turbo four-cylinder, 5.3L V8 and 6.2L V8, each paired with a smooth 10-speed automatic. These engines deliver confident power and proven reliability, with the 6.2L standing out for drivers who want maximum muscle.

The Silverado's suspension is tuned for stability and control, with a planted, confident feel whether you're on the highway or a rough jobsite. It tows with authority and feels particularly composed with a load behind it.

Inside, the Silverado offers a spacious, practical cabin with a large, user-friendly infotainment system and straightforward controls. It's built for everyday use, with plenty of storage and durable materials that stand up to real work.

Best for:

Drivers who want a dependable, hardworking truck with strong traditional V8 power.

AT A GLANCE KEY SPECS (SELECT)

RAM 1500

Engines: 3.6L V6, 5.7L V8, 3.0L I6 (TT)
Max Towing (up to): 12,750 lb
Standout: Best-in-class ride comfort

Ford F-150

Engines: 3.3L V6, 2.7L V6 (TT), 5.0L V8,
3.5L V6 (TT), 3.5L PowerBoost Hybrid
Max Towing (up to): 13,500 lb
Standout: Ultimate versatility

Chevrolet Silverado 1500

Engines: 2.7L I4 (TT), 5.3L V8, 6.2L V8
Max Towing (up to): 13,300 lb
Standout: Strong V8 performance and proven dependability

Different Roads. A Stronger Tomorrow.

GREAT TRUCKS
DRIVE STRONGER

LOCAL SERVICE SHOWCASE

COMPLETE FICTIONAL CONCEPTS - SERVICES, OFFER, CONTACT, MAP AND DEMO QR

ADVERTISEMENT

SAMPLE / DEMO



GENERAL REPAIR

MAPLELINE AUTO CARE

Know what needs attention now - and what can wait.
Inspection results explained in plain language before work begins.

INSPECTION | MAINTENANCE | REPAIR PLAN

SAMPLE: VEHICLE HEALTH CHECK \$69*

705-555-0111mapleline-auto.example

COMPLETE SAMPLE PATH

CLEAR SCOPE | VISIBLE OFFER | SIMPLE BOOKING

MON-FRI 8-6 | SAT 8-3 | DEMO HOURS

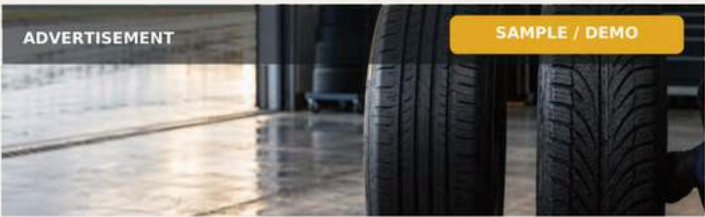
157 Mockup Avenue, Alliston, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

DEMO QR

ADVERTISEMENT

SAMPLE / DEMO



TIRES & WHEELS

IRONRIDGE TIRE CO.

Fit the tire to the vehicle, season and commute.
Changeover, balance and re-torque presented as one complete service.

FITMENT | INSTALL | RE-TORQUE

SAMPLE: CHANGEOVER FROM \$89*

705-555-0112ironridge-tire.example

COMPLETE SAMPLE PATH

CLEAR SCOPE | VISIBLE OFFER | SIMPLE BOOKING

MON-FRI 8-6 | SAT 8-3 | DEMO HOURS

164 Exhibit Street, Angus, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

DEMO QR

ADVERTISEMENT

SAMPLE / DEMO



COLLISION REPAIR

CLEARPATH COLLISION

A calm path from estimate to handover.
Assessment, repair milestones and final quality checks stay visible.

ESTIMATE | REPAIR | HANDOVER

SAMPLE: DAMAGE ASSESSMENT APPOINTMENT

705-555-0113clearpath-collision.example

COMPLETE SAMPLE PATH

CLEAR SCOPE | VISIBLE OFFER | SIMPLE BOOKING

MON-FRI 8-6 | SAT 8-3 | DEMO HOURS

171 Sample Way, Barrie, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

DEMO QR

ADVERTISEMENT

SAMPLE / DEMO



GLASS & ADAS

NORTHLIGHT AUTO GLASS

Glass replacement with the sensor story included.
Show replacement, calibration requirements and completion records together.

GLASS | CALIBRATION | RECORDS

SAMPLE: CHIP REVIEW FROM \$39*

705-555-0114northlight-glass.example

COMPLETE SAMPLE PATH

CLEAR SCOPE | VISIBLE OFFER | SIMPLE BOOKING

MON-FRI 8-6 | SAT 8-3 | DEMO HOURS

178 Demo Lane, Innisfil, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

DEMO QR

Mayor & City Projects Barrie in Focus

2026 INFRASTRUCTURE & COMMUNITY UPDATE

Mayor of Barrie: Alex Nuttall

Barrie's 2022-2026 City Council is led by Mayor Alex Nuttall. This page provides a neutral editorial overview of major public projects that affect mobility, growth and daily life in Barrie. The focus is on transportation and infrastructure work identified in the City's 2026 Business Plan and Capital Plan.

EDITORIAL NOTE

This is a Canada Auto Guide editorial summary, not an official statement, endorsement or message from the Mayor's Office.

Why it matters to drivers

Barrie is investing heavily in roads, utilities and public facilities as the city grows. For drivers, construction can bring short-term delays, but the long-term goals include safer intersections, better traffic flow, improved active transportation links and stronger connections to Highway 400.

A city planning for growth

The 2026 budget identifies major investments in transportation and construction, alongside recreation, library and cultural projects. These projects are intended to support new housing, improve access across the city and renew aging infrastructure.



CITY PROJECTS IN FOCUS

PUBLIC PROJECTS • 2026 STATUS

1 Yonge St & Mapleview Dr E Road Expansion

Road widening, intersection upgrades, sidewalks and multi-use trails. Mapleview Drive East is in progress; the City's project page targets completion in Spring 2028.

2 Huronia Rd & McKay Rd Improvements

Major road, watermain and trunk sanitary sewer work supporting Barrie's south-end growth. Construction is part of the City's prioritized 2026 capital program.

3 Dunlop St / Highway 400 Bridge Replacement

A Ministry of Transportation-led, multi-year bridge replacement and interchange reconfiguration. Barrie's capital plan includes municipal contributions to Highway 400 crossing projects.

SOURCE & CONTEXT

City of Barrie 2026 Business Plan & Budget and 2026 Capital Plan. Information summarized for editorial use and current to September 2026.



Barrie's Trusted Auto Experts

HOW TO CHOOSE A REPAIR SHOP WITH CONFIDENCE.

Your vehicle is more than just transportation — it's how you get to work, take care of your family, explore Ontario and enjoy everything our community has to offer. When it comes to service and repairs, choosing the right auto shop makes a real difference. A trustworthy, local shop keeps you safe on the road, helps you avoid costly surprises and gives you peace of mind for the long haul.

Here's what Barrie drivers should know when selecting an auto repair shop, along with expert advice to help you make informed decisions and build a lasting relationship with a team you can count on.

*Local Expertise
Keeps You Moving.*

EXPERIENCED
TECHNICIANS.
REAL SOLUTIONS.
A STRONGER BARRIE.

*Quality
Service
Built Here.*

1. What to Look For in a Trustworthy Shop

A great auto shop offers more than just technical skills. Look for certified technicians, a clean and well-organized facility, clear communication and a reputation for honest, reliable service. Shops that are part of the local community are often more invested in long-term relationships, not just one-time repairs.

- Certified and experienced technicians (e.g., Red Seal)
- Transparent estimates and explanations
- Positive online reviews and word of mouth
- Clean, professional facilities
- A commitment to customer care

"Trust isn't given — it's earned, one repair at a time."

2. Questions to Ask Before Approving Repairs

Don't be afraid to ask questions. A reputable shop will take the time to explain the issue, outline your options and help you understand the costs. The more you know, the better decisions you can make for your vehicle and your budget.

- What's causing the problem?
- What are my repair options?
- How urgent is the repair?
- Can I see the old parts?
- What warranty do you offer on parts and labour?
- Are there any recommended services I should plan for soon?

"The right shop will always take time to explain, not pressure."

3. Warning Signs of Poor Service

Not all shops operate with your best interests in mind. Be cautious if you notice vague explanations, pressure to approve unnecessary repairs, unusually low estimates or a lack of written documentation. A trustworthy shop will be upfront, honest and happy to answer your questions.

- Unclear or incomplete estimates
- High-pressure sales tactics
- Refusal to show or return old parts
- Repeated "urgent" repairs without clear reasons
- Poor communication or rushed explanations
- No written warranty or invoice

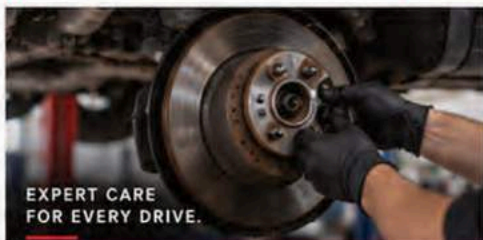
"If something doesn't feel right, trust your instincts. A good shop will welcome your questions."

4. How Local Shops Build Community Trust

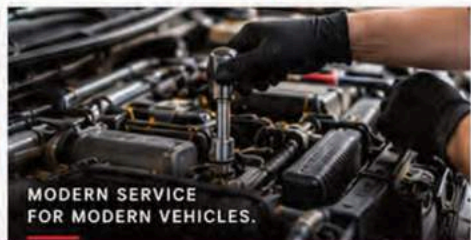
Independent auto shops are the backbone of Barrie's automotive community. They hire local people, support local families and take pride in keeping our community moving. Many are small business owners who live here, volunteer here and care about delivering exceptional service — because their reputation depends on it.

- Personalized service and long-term relationships
- Supporting local jobs and families
- Investing in the community
- A genuine commitment to customer satisfaction
- Helping keep Barrie's drivers safe and confident on the road

"Local shops don't just fix cars — they help build a stronger Barrie."



EXPERT CARE
FOR EVERY DRIVE.



MODERN SERVICE
FOR MODERN VEHICLES.



LOCAL PEOPLE.
REAL IMPACT.

TIRES, WHEELS & ALIGNMENT

THE RIGHT FIT CHANGES THE DRIVE.

A stronger tire ad explains fitment, season, load rating and the follow-up after installation. It gives drivers a reason to act now without burying the service in vague promises.



THE TECHNICIAN AND THE ENTIRE TIRE STAY IN FRAME.

FITMENT IS MORE THAN A SIZE ON THE SIDEWALL.

A useful tire conversation considers season, load, driving pattern and the condition of the current set. Installation should connect balancing, inflation, torque and follow-up so the customer understands the whole service - not only the price.

● SEASONAL CHANGEOVER

● WHEEL BALANCE

● ALIGNMENT SCREENING

SAMPLE OFFER: CHANGEOVER FROM \$89*

COMPLETE SERVICE STORY - CLEAR SCOPE - VISIBLE NEXT STEP - DETAILS REMAIN SAMPLE / DEMO



CALL / VISIT / BOOK - DEMO DETAILS

705-555-0102

forgepoint-tire.example

94 Demo Lane, Innisfil, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



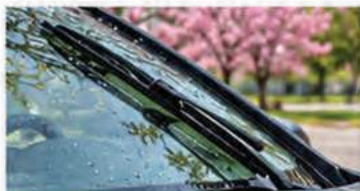
Ontario Seasons: Your Car-Care Guide

REAL SEASONAL ADVICE FOR A SMOOTHER, SAFER RIDE.

Ontario's changing seasons are part of what makes life here special — but they can be tough on your vehicle. From snowy winters to hot, humid summers, each season brings unique challenges. A little preparation and regular maintenance go a long way in keeping your car reliable, safe and ready for whatever the road ahead brings.

*Four
Seasons.
A Stronger
Barrie.*

DIFFERENT
ROADS.
SAME
DESTINATION.
TOGETHER.



Spring

Shake Off Winter and Get Road-Ready.

Spring is the time to recover from snow, salt and cold temperatures. Warmer weather reveals the wear and tear that winter leaves behind, making it the perfect time for a thorough inspection.

KEY CAR-CARE TIPS:

- Inspect wiper blades and replace them if they streak or chatter.
- Check tires for uneven wear and adjust tire pressure.
- Look for rust or damage caused by winter road salt.
- Top up fluids, including windshield washer fluid.

COMMON MISTAKE:

Forgetting to replace worn wiper blades. Spring showers demand clear visibility.

WHY IT MATTERS:

Cleaning up winter's impact helps prevent long-term damage and keeps your vehicle in top shape for the miles ahead.



Summer

Beat the Heat. Keep Things Cool.

Ontario summers can be hot and humid, which puts extra strain on your engine, cooling system and tires. Longer trips and road trips also mean your vehicle needs to be ready for the distance.

KEY CAR-CARE TIPS:

- Check and top up coolant to prevent overheating.
- Inspect tires for proper pressure and tread depth.
- Make sure your A/C system is working efficiently.
- Keep your battery and belts in good condition.

COMMON MISTAKE:

Ignoring cooling system service. Overheating can lead to costly repairs, especially on long drives or in stop-and-go traffic.

WHY IT MATTERS:

A well-maintained vehicle keeps you comfortable, reliable and ready for summer adventures, from cottage trips to weekend getaways.



Fall

Prepare Today for a Safer Tomorrow.

Fall is the transition season. It's the ideal time to get your vehicle ready for colder weather, shorter days and changing road conditions. A few simple steps now can save you stress later.

KEY CAR-CARE TIPS:

- Check your battery's health before temperatures drop.
- Inspect and replace wiper blades if needed.
- Switch to winter tires when temperatures consistently drop below 7°C.
- Check all lights, including headlights, taillights and defrost systems.

COMMON MISTAKE:

Waiting too long to install winter tires. Early installation gives you better traction and avoids the first-snow rush.

WHY IT MATTERS:

Being prepared helps you stay safe as conditions change, giving you peace of mind when winter arrives in Ontario.



Winter

Drive Smart. Stay Safe.

Ontario winters are no joke. Cold temperatures, snow, ice and road salt can be hard on your vehicle and challenging for drivers. Proper maintenance and smart habits make a big difference in safety and reliability.

KEY CAR-CARE TIPS:

- Use winter tires for maximum traction and shorter stopping distances.
- Keep your battery in good condition — cold weather is tough on batteries.
- Maintain proper tire pressure (it can drop as temperatures fall).
- Keep your washer fluid rated for extreme cold and clear snow from all windows and lights.

COMMON MISTAKE:

Letting your fuel tank get too low. Cold weather can cause condensation, which can lead to fuel system issues.

WHY IT MATTERS:

Good preparation means better traction, more reliable starts and a safer drive for you and everyone on the road.



WINTER DRIVING QUICK TIPS

SMALL STEPS MAKE A BIG DIFFERENCE.

- ✓ Road salt can accelerate rust. Wash your vehicle regularly.
- ✓ Cold temperatures make batteries work harder.
- ✓ Tire pressure drops in the cold. Check it monthly.
- ✓ Let your engine warm for a short time before driving, especially on very cold days.

*Take Care
on Every
Road Ahead.*

A Classic That Changed Everything

1955 Citroën DS 19

REVOLUTIONARY DESIGN.
ENGINEERING AHEAD OF ITS TIME.

More than just a car, the 1955 Citroën DS 19 was a statement — a daring vision of what the automobile could be. With its futuristic design and groundbreaking technology, it didn't just turn heads; it changed the direction of automotive history. Unveiled at the 1955 Paris Motor Show, the DS 19 stunned the world and set a new standard for innovation, comfort and style.

A BOLD NEW VISION Design Innovation

When the Citroën DS 19 was unveiled at the 1955 Paris Motor Show, it stunned the world. Its sleek, aerodynamic shape, smooth lines and distinctive profile looked like nothing else on the road. While most cars of the era were boxy and conventional, the DS 19 seemed to arrive from the future.

Its low, flowing silhouette, sculpted roofline, covered rear wheels and striking headlights weren't just for show — they were the result of deep aerodynamic thinking. Every surface was designed with purpose, reducing drag and giving the car an unmistakable presence. The DS 19 proved that a car could be both functional and beautiful, elegant and futuristic.



BOLD SHAPES. A BRIGHTER TOMORROW.

AT A GLANCE

MODEL	1955 Citroën DS 19
ENGINE	1.9-litre inline-four (with hydraulic system)
HORSEPOWER	75 hp @ 5,750 rpm
TRANSMISSION	4-speed manual
SUSPENSION	Hydropneumatic, self-levelling
TOP SPEED	Approx. 145 km/h
WEIGHT	1,210 kg
PRODUCTION	1955 – 1975 (over 1.4 million units)

"A revolution on four wheels."



Une vision d'avance.

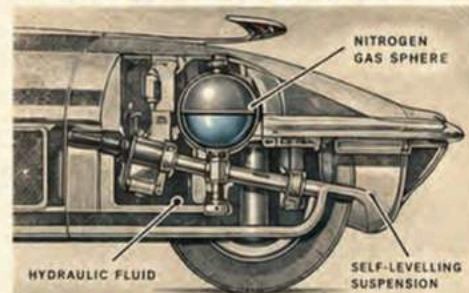
VISIONARY DESIGN.
LASTING IMPACT.
A MORE BEAUTIFUL
TOMORROW.

SOME CARS DEFINE THEIR ERA.
THE DS 19 DEFINED WHAT CAME NEXT.

A RIDE LIKE NO OTHER The Hydropneumatic Revolution

The DS 19's most famous innovation was its hydropneumatic suspension — a system that used pressurized hydraulic fluid and nitrogen gas spheres to deliver an incredibly smooth and stable ride. It automatically adjusted to road conditions, keeping the car level whether it was fully loaded or travelling over rough pavement.

The result was a driving experience unlike anything else at the time. The DS 19 seemed to glide over bumps, corners and uneven roads with ease, offering a level of comfort and control that still impresses today. It wasn't just a smoother ride — it was a smarter one.



Advanced engineering for a more human ride.



INNOVATIVE. ELEGANT. BUILT AROUND PEOPLE.

A LASTING INFLUENCE Significance in Automotive History

The DS 19 introduced a new way of thinking about comfort, safety and technology. It combined advanced engineering with a design philosophy that put people — and their experience — first. It was a radical departure that challenged everything the industry thought a car should be.

Its influence can still be seen in modern vehicles, from the emphasis on aerodynamics to its minimalist, flowing lines. The DS 19 proved that innovation and artistry could go hand in hand, inspiring generations of designers and earning a place as one of the most beautiful cars ever built.

WHY IT STILL MATTERS A Timeless Inspiration

Today, the 1955 Citroën DS 19 is a coveted classic. Collectors admire it not only for its groundbreaking technology and timeless design, but also for the way it represented a bold, optimistic vision for the future. It remains a symbol of ingenuity, independence and French automotive excellence.

The DS 19 isn't just a piece of history — it's a reminder of what's possible when engineers and designers dare to think differently. More than 70 years later, it still feels ahead of its time.

"Extraordinary cars inspire more than drivers. They inspire what's next."



All-Season vs. Winter Tires

WHAT ONTARIO DRIVERS NEED TO KNOW BEFORE TEMPERATURES DROP.

As the leaves change and cooler weather arrives in Barrie, it's time to think about your tires. Choosing the right tires isn't just about performance — it's about safety, confidence and keeping you and your loved ones moving through Ontario's unpredictable seasons.

All-season tires are designed for year-round convenience, but when temperatures drop below 7°C, winter tires provide a clear advantage. Here's what you need to know to make the best choice for your vehicle and your driving conditions.

Tread Compounds Make a Big Difference

Winter tires use a specialized, softer rubber compound that stays flexible in cold temperatures. All-season tires are made for a wider range of conditions, but they harden as temperatures drop, which reduces grip on cold, icy roads.

Shorter Stopping Distances

In cold weather, winter tires can significantly reduce stopping distances compared to all-season tires. The softer compound and deeper tread help your vehicle stop sooner, giving you more time to react when it matters most.

Superior Traction in Snow, Slush and Ice

Winter tires feature deeper tread patterns, more biting edges and siping designed to grip snow and ice. They clear slush more effectively, helping you maintain control on snow-covered roads and during freeze-thaw cycles common in Ontario.

LOCAL EXPERTS
HELP KEEP BARRIE
DRIVERS SAFE
ALL SEASON LONG.

BARRIE
AUTO SERVICE

The 7°C Rule

Once temperatures consistently fall below 7°C, all-season tires start to lose their effectiveness. Winter tires are engineered to perform in cold weather and provide better traction, handling and braking when the mercury drops.

More Braking Confidence

Winter tires give you more confidence on slippery roads by maintaining better grip. Whether you're navigating icy intersections, downhill sections or unexpected snow squalls, they help keep you in control.

Wear Considerations

Winter tires are built for cold weather, not warm pavement. Using them in mild conditions can cause faster wear. That's why it's important to switch back to all-season tires in the spring when temperatures rise and stay above 7°C.

When to Install Winter Tires

In Ontario, the best time to install winter tires is in the fall, typically from late October to early December, before winter weather arrives. Don't wait for the first snow — get ahead of the rush and drive with confidence.

*Different
Seasons.
A Safer
Barrie.*

THE RIGHT TIRES
HELP KEEP OUR
COMMUNITY MOVING
THROUGH EVERY
SEASON.

ALL-SEASON TIRES
ARE GREAT FOR
MILDER CONDITIONS,
BUT WINTER TIRES
TAKE YOU FURTHER
WHEN IT MATTERS
MOST.

Quick Decision Guide

4 THINGS TO REMEMBER.



1. Check the Temperature

When temperatures drop below 7°C, it's time for winter tires.

2. Drive for the Conditions

If you face snow, ice or slush, winter tires provide better traction and shorter stopping distances.

3. Use the Right Tires at the Right Time

Switch to winter tires in the fall and back to all-season in the spring to maximize performance and extend tire life.

4. It's About Safety

The right tires help protect you, your passengers and our community on Ontario roads.

*Good Tires
Lead to Greater Days.*

PEOPLE.
PLACES.
SAFER
JOURNEYS.

Behind the Wrench

MECHANIC VOICES FROM BARRIE'S SERVICE BAYS.

Great vehicles keep people moving, and behind every reliable car is a skilled technician who cares. In this feature, we sit down with Sarah Thompson, a Red Seal automotive technician at Johnson's Auto Service in Barrie, to talk about what it's really like in today's service bays — from modern diagnostics to building trust with customers. Her passion for problem-solving and helping people is a reminder of the vital role technicians play in our community.



It's More Than Repairs. It's People.

SARAH THOMPSON
AUTOMOTIVE TECHNICIAN
JOHNSON'S AUTO SERVICE
BARRIE, ON

1 What's changed most about diagnostics in today's vehicles?

Today's vehicles are like computers on wheels. Diagnostics go far beyond a simple code reader — we're looking at live data, sensor inputs and network communication between systems. It takes training, experience and the right equipment to find the real cause, not just the symptom. Technology has made the job more complex, but it's also exciting because there's always something new to learn.

2 How do you build trust with customers?

Honesty and communication are everything. I take the time to explain what we found, what it means and what the options are. I never recommend a repair someone doesn't need. People appreciate straight talk and knowing we have their best interests at heart. A lot of our customers become regulars, and that's the biggest compliment — they trust us to keep them and their families safe on the road.

3 What are the biggest seasonal challenges you see in Barrie?

Each season brings something different. In winter, it's battery issues, block heaters, cold-weather starting problems and rust-related repairs. Spring usually reveals suspension damage from potholes. Summer can bring cooling system issues and A/C concerns. In fall, we see a lot of tire changes and fluid checks before the cold sets in. Staying ahead with seasonal maintenance makes a big difference.

4 What are some common driver mistakes?

The biggest one is ignoring warning lights. They're there for a reason, and waiting often leads to bigger, more expensive repairs. Other common mistakes include skipping regular maintenance, low tire pressure, and using the wrong fluid or fuel. It's also important not to overlook brakes — if something feels off, get it checked early. A few small habits can prevent a lot of headaches.

5 What makes a great local auto shop?

A great shop combines skilled technicians, modern tools and a genuine commitment to people. It's about more than fixing cars — it's about building long-term relationships and being part of the community. When a shop supports local families, hires local people and stands behind their work, it creates a stronger, safer Barrie for everyone. That's what we strive for every day.

“I love solving problems and knowing that what I do helps people get where they need to be safely.”

TAKEAWAY: 4 TIPS FOR DRIVERS



Don't ignore warning lights.
Get them checked early.



Keep up with regular maintenance.
It saves money and prevents breakdowns.



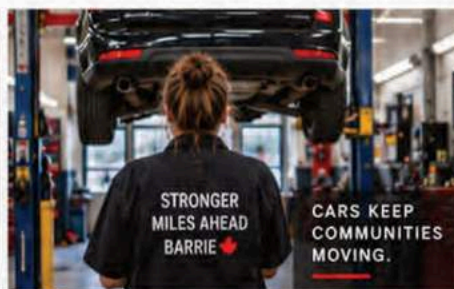
Check your tire pressure monthly.
It improves safety and fuel economy.



Prepare for the seasons.
A little maintenance goes a long way in Barrie's changing weather.



MODERN DIAGNOSTICS
REAL SOLUTIONS.



STRONGER
MILES AHEAD
BARRIE

CARS KEEP
COMMUNITIES
MOVING.

Electric Vehicles in Barrie

CHARGING, COLD WEATHER AND EVERYDAY PRACTICALITY.

Electric vehicles (EVs) are becoming a common sight on Barrie's roads — and for good reason. They're quiet, fun to drive, more affordable to operate and a cleaner choice for our community. With more charging options, an expanding lineup of models and incentives still available, EVs are a practical option for many Simcoe County drivers.

Here's what you need to know about living with an EV in Barrie, from charging at home to handling our Ontario winters.



*A Cleaner,
Stronger,
Brighter Barrie.*

CLEANER
ROADS
BRIGHTER
TOMORROWS

ELECTRIC DRIVING
FITS RIGHT HERE.
CLEANER AIR.
STRONGER
COMMUNITIES.

Home Charging: Convenient and Cost-Effective

For most EV owners, the best place to charge is at home. A Level 2 home charger (240V) can fully charge most vehicles overnight, so you start each day with a full battery. Installation is straightforward for many homes in Barrie, and local electricians can help you choose the right charger and ensure your electrical panel can handle the load. Off-peak electricity rates can make home charging even more affordable.

Public Charging: Growing Across Our Region

Barrie and Simcoe County continue to see more public charging stations at shopping centres, workplaces, recreation facilities and along major routes like Highway 400. Options include faster DC chargers for longer trips and Level 2 chargers for everyday top-ups. Charging networks and apps make it easy to find available stations, check real-time status and plan your route with confidence.

Winter Range Realities

Cold weather can reduce an EV's driving range, typically by 15–30%, depending on the vehicle, temperature and driving conditions. This is normal for all EVs and similar to how cold weather affects gasoline vehicles. The good news is that with a little planning, EVs handle Barrie winters very well.

Battery Preconditioning: A Winter Game-Changer

Many EVs allow you to precondition the battery and cabin while still plugged in. This warms the battery to its optimal temperature and heats the cabin, so you get better range and performance from the moment you leave. You can often schedule preconditioning through your vehicle's app — perfect for cold Barrie mornings.

Regenerative Braking in Cold Weather

Regenerative braking — which recaptures energy when you slow down — can be reduced in very cold weather, especially when the battery is cold. Once the battery warms up, full regenerative braking usually returns. Your vehicle will automatically manage this for you, and conventional braking works seamlessly when needed.

Who an EV Suits in Simcoe County

An EV can be a great fit if you:

- Do most of your driving around Barrie and Simcoe County
- Have a place to charge at home (or at work)
- Want lower operating costs
- Are looking for a quiet, smooth and enjoyable driving experience
- Want to reduce your environmental impact

Whether you're commuting to work, running errands, or heading to the cottage, an EV can handle it all. With more models and price points than ever before — including SUVs, trucks and family-friendly options — there's an electric vehicle to fit many lifestyles.

*Same Roads.
A Brighter Tomorrow.*

CLEANER DRIVES.
STRONGER COMMUNITIES.
A BRIGHTER BARRIE.

What New EV Drivers Should Know



1. Plan Your Charging

Most charging happens at home. A Level 2 charger makes it simple and convenient.



2. Expect Lower Range in Winter

A 15–30% range reduction is normal. Plan ahead and use preconditioning.



3. Use Trusted Charging Apps

Find stations, check availability and plan longer trips with ease.



4. Take Advantage of Incentives

Federal and provincial incentives can make EVs more affordable.



5. Join a Growing Community

Barrie has a supportive EV community, local resources and more charging options every year.



POWERING
A CLEANER,
BRIGHTER BARRIE.

REAL SOLUTIONS
FOR REAL DRIVERS.

ELECTRIC TODAY.
A STRONGER
TOMORROW.



ONTARIO
WINTERS.
STILL GREAT
DRIVES AHEAD.

Real-World Truck Capability

HOW THE RAM 1500, FORD F-150 AND CHEVROLET SILVERADO 1500 COMPARE ON CANADIAN ROADS.

*Different Drivers.
A Stronger Canada.*

TRUCKS
BUILT FOR
REAL LIFE
IN EVERY
SEASON.



RAM 1500
REFINED STRENGTH
FOR REAL LIFE.



FORD F-150
THE RIGHT TOOLS
FOR WHATEVER'S NEXT.



CHEVROLET SILVERADO 1500
DEPENDABLE POWER
GOES A LONG WAY.

RAM 1500

Comfort That Works as Hard as You Do

The RAM 1500 has built a loyal following by doing something important — making a hardworking truck feel legitimately refined. Its smooth ride, quiet cabin and well-designed interior make it one of the most comfortable trucks on the road, whether you're commuting in Barrie or heading up north for the weekend.

With a choice of capable powertrains including a fuel-efficient twin-turbo V6 and the proven HEMI V8, the RAM 1500 offers strong towing muscle and confident highway performance. Its coil-spring rear suspension (on most models) helps deliver a smooth, controlled ride, even with a load in the bed.

The RAM 1500 is a great fit for drivers who want a truck that can tow, haul and handle winter with confidence, without giving up everyday comfort.

FORD F-150

Versatility for Work, Family and Beyond

The Ford F-150 continues to set the benchmark for all-around capability. It offers an impressive range of powertrains — from a capable turbocharged V6 to a muscular V8, a hybrid option and the high-output Raptor for off-road enthusiasts. This variety means there's an F-150 for just about every kind of driver.

On Canadian roads, the F-150 feels planted and confident, with a suspension that balances toughness and comfort. It tows with authority, handles rough roads with ease and offers smart features like Pro Power Onboard, a work-friendly interior and a spacious, practical cabin that's ready for both job sites and family road trips.

The F-150 is ideal for drivers who want maximum versatility — a truck that works hard during the week, plays hard on the weekend and is ready for whatever comes next.

CHEVROLET SILVERADO 1500

Proven Capability, Everyday Confidence

The Chevrolet Silverado 1500 brings a winning combination of power, durability and modern technology. With a lineup that includes a turbocharged four-cylinder, a strong V8 and the smooth, torquey Duramax® diesel, the Silverado offers serious capability for Canadian truck owners, especially those who tow regularly or put in long miles.

The Silverado's suspension is tuned for confidence, with a solid, planted feel on the highway and impressive stability when towing. Inside, the cabin is spacious and functional, with user-friendly technology, thoughtful storage and the latest trailering tools to make hitching and hauling easier.

The Silverado 1500 is a smart choice for drivers who value proven performance, strong towing capability and a truck that's ready for tough Canadian conditions, from snowy backroads to long highway drives.

AT A GLANCE

THREE GREAT TRUCKS.
A STRONGER CANADA.



RAM 1500

TWIN-TURBO V6 OR HEMI V8
UP TO 12,750 LB TOWING



FORD F-150

MULTIPLE POWERTRAINS
UP TO 13,500 LB TOWING



SILVERADO 1500

TURBO, V8 OR DURAMAX DIESEL
UP TO 13,300 LB TOWING

BEST MATCH FOR...

DIFFERENT NEEDS.
SAME ROAD AHEAD.



RAM 1500

Drivers who want premium comfort, a smooth ride and everyday refinement with real capability.



FORD F-150

Drivers who want maximum versatility, from work to weekend adventures.



SILVERADO 1500

Drivers who want proven strength, strong towing performance and dependable capability in all seasons.

Distracted Driving

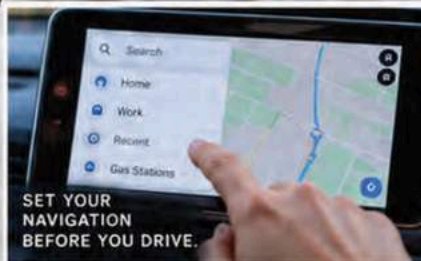
SMALL CHOICES, SERIOUS CONSEQUENCES ON ONTARIO ROADS.

Every time we get behind the wheel, we make choices. A quick glance at a text, a call, or adjusting an app might seem harmless, but distractions take your focus from the road — and can change lives in an instant. In our growing community and across Ontario, let's drive more thoughtfully, for ourselves, our families and everyone who shares the road.

*Keep Your Focus
on What Matters.*

A MOMENT
OF DISTRACTION
CAN CHANGE
EVERYTHING.

REAL ROADS.
REAL PEOPLE.
REAL RESPONSIBILITY.



SET YOUR
NAVIGATION
BEFORE YOU DRIVE.



USE DO-NOT-DISTURB
MODE TO STAY FOCUSED.

The Hidden Danger: Cognitive Distraction

Distracted driving isn't only about looking away from the road. *Cognitive distraction* happens when your mind is focused on something else — a conversation, a text you just read, or even thinking about your to-do list. When your *attention is divided*, you may miss important cues, like a child stepping off the curb or traffic slowing ahead. Even a few *seconds of inattention* can make a critical difference.

The High Risk of Texting

Texting while driving is one of the most dangerous distractions. It takes your eyes off the road, hands off the wheel and mind off the task of driving — all at once. Studies show that sending or reading a text can take your attention away for several seconds, which is enough time to travel the length of a football field at 50 km/h.

Slower Reactions, Bigger Risks

When you're distracted, your reaction time slows. That means it takes longer to notice a hazard, decide what to do and respond. Whether it's a sudden stop, a pedestrian crossing or a changing traffic light, those extra seconds can lead to serious collisions. Distracted driving increases the risk for everyone on the road — drivers, passengers, cyclists and pedestrians.

Ontario's Distracted Driving Laws

In Ontario, it's illegal to use a handheld communication device while driving, including texting, calling, scrolling or using most apps. Penalties can include significant fines, demerit points and possible licence suspension. Police also have the authority to stop drivers if they suspect distracted driving. These laws exist to keep our roads safer and to protect our communities.

*Stay focused. Drive responsibly.
Help keep Barrie and Ontario moving safely
for generations to come.*

Safer Habits Starting Today

- 1 Plan ahead.**
Set your navigation, music and climate controls before you start driving.
- 2 Use do-not-disturb mode.**
Silence notifications or enable driving mode to avoid temptation.
- 3 Keep your phone out of reach.**
Store it in a glove box, console or back seat while driving.
- 4 Speak up.**
Encourage family and friends to put their phones away when you're on the road together.
- 5 Be a positive example.**
Show young drivers that focused driving is a priority and a responsibility we all share.

*"Distractions can wait.
The people you love can't."*

SAFER DRIVERS.
STRONGER COMMUNITIES.

SAME ROADS.
BRIGHTER TOMORROWS.
DRIVE DISTRACTION FREE.

Cars, Coffee & Community

HOW LOCAL AUTO GATHERINGS BRING BARRIE DRIVERS TOGETHER.

From early-morning coffee meets to summer cruise nights, Barrie's auto events are about more than just great cars — they're about people. These gatherings bring together drivers of all ages, backgrounds and interests, united by a shared passion for vehicles and a pride in our community.

Throughout the year, local cruise nights and Cars & Coffee meetups fill parking lots and waterfront spaces with everything from classic muscle cars and vintage trucks to modern performance builds and EVs. Whether you're a lifelong enthusiast or just love a good look at beautiful vehicles, there's a place for you.

Many of these events are also about giving back. Charity car shows in Barrie raise funds for local causes, support food banks and create opportunities for the automotive community to make a real difference. It's a powerful reminder that cars can bring people together for something bigger.

Auto events also help strengthen local businesses. Shops, detailers and performance specialists often take part, showcasing their work, meeting potential customers and sharing their expertise. It's a chance to build relationships, swap ideas and support the people who keep our vehicles on the road.

If you're new to the scene, don't be shy. These events are welcoming, family-friendly and all about good conversation. Bring your questions, take some photos and enjoy the atmosphere. You'll find a community that's eager to share their knowledge and stories.

In a fast-changing automotive world, Barrie's car events keep the spirit alive — celebrating our history, embracing new technology and reminding us that great roads are even better when we share them. Cars, coffee and community — that's what makes Barrie's auto culture so special.

*See Great Cars.
Meet Great People.*

SAMPLE EVENT CALENDAR

Verify dates and venues before publication

*Passion.
A Stronger
Barrie.*

BARRIE
CARS & COFFEE
CARS
PEOPLE
PLACES
COMMUNITY

**GREAT CARS.
GOOD CONVERSATIONS.
A STRONGER BARRIE.**



**A PASSION
THAT INSPIRES
THE NEXT GENERATION.**

**BARRIE'S
WATERFRONT
BRINGS US TOGETHER.**

BEFORE YOU GO

4 TIPS FOR A GREAT EXPERIENCE

- 1 Check event details**
Dates, locations and rules can change, so confirm on social media or the event website.
- 2 Be respectful**
Follow parking instructions, keep noise reasonable and respect the space and the people.
- 3 Bring the family**
Many events are family-friendly with something for all ages to enjoy.
- 4 Support local**
Grab a coffee, check out local vendors and show your support for Barrie's auto community.

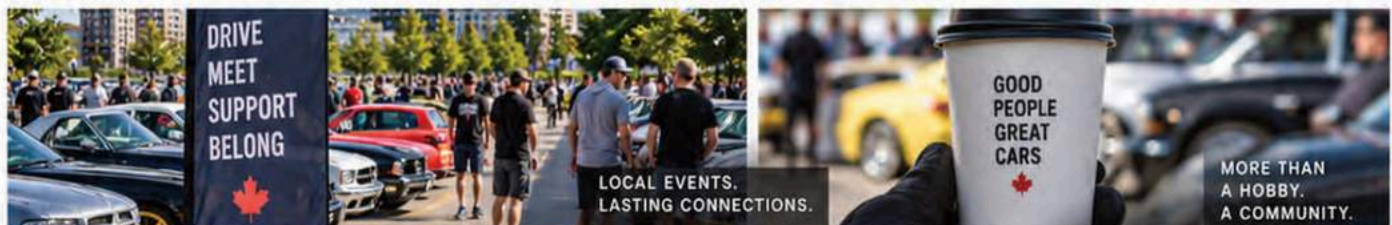
“These events aren't just about cars — they're about friendship, learning and supporting our community.”

— MIKE D., BARRIE ENTHUSIAST

“I love seeing families, newcomers and experienced builders all in the same place. It shows how cars can bring people together.”

— JESSICA T., LOCAL CAR CLUB MEMBER

*Good Cars. Better People.
A Brighter Barrie.*



**DRIVE
MEET
SUPPORT
BELONG**

**LOCAL EVENTS.
LASTING CONNECTIONS.**

**GOOD
PEOPLE
GREAT
CARS**

**MORE THAN
A HOBBY.
A COMMUNITY.**

Buying Used in Barrie

A SMART DRIVER'S CHECKLIST BEFORE YOU SIGN.

Finding the right used vehicle can be one of the best decisions you make. You get great value, more choice and let someone else take the depreciation hit. But a smart purchase takes more than a good price and a nice test drive — it takes knowledge, a careful inspection and a clear understanding of what to look for, especially with Ontario's tough winters and road conditions.

We spoke with local experts in Barrie to put together a practical guide that helps you shop with confidence, avoid costly surprises and drive away with a vehicle that's right for your life.

*Better Questions.
A Smoother Tomorrow.*

LOCAL EXPERTS.
REAL ADVICE.
DRIVE WITH
CONFIDENCE.

*Good Vehicles Build
Brighter Journeys.*

1 Start with the Service History

A well-documented service history tells you a lot about how a vehicle has been treated. Look for regular oil changes, brake service, fluid replacements and any major repairs. If records are missing, ask why. A consistent paper trail — whether from a dealership, independent shop or digital records — is a good sign of a responsible previous owner.

2 Check for Rust and Body Condition

Ontario roads are tough on vehicles. Take time to inspect the undercarriage, rocker panels, wheel wells and around the rear wheel arches for rust. Surface rust can be normal, but heavy rust, flaking metal or patched panels may point to bigger (and more expensive) problems. Also look for uneven panel gaps, mismatched paint or signs of past collision repairs.

3 Look Closely at Tires and Brakes

Tires tell a story. Uneven wear can signal alignment issues or worn suspension parts. Check the tread depth and make sure all four tires match and are appropriate for the season. Inspect the brakes for wear and ask when they were last serviced. If replacements are needed soon, use that information when negotiating the price.

WHAT TO VERIFY BEFORE YOU BUY

- ✓ Service history and maintenance records
- ✓ No outstanding liens (check with a CARFAX report)
- ✓ Rust and overall body condition
- ✓ Tires, brakes and suspension
- ✓ No active warning lights
- ✓ A thorough test drive, in all kinds of driving conditions

4 Pay Attention to Warning Lights

When you start the vehicle, all warning lights should appear briefly and then turn off. If a light stays on — like the check engine, ABS or airbag light — it could point to a problem. A professional scan tool can read stored codes and give you more insight, even if the light isn't currently on.

5 Take a Complete Test Drive

Don't just drive around the block. Take the vehicle on city streets, highways and, if possible, rough roads. Listen for unusual noises, pay attention to how it shifts, accelerates and brakes, and make sure the steering feels steady. Test all the features — heat, A/C, windows, wipers and infotainment. A longer drive helps you spot issues you might otherwise miss.

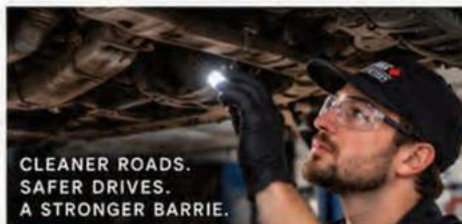
6 Factor in Ownership Costs

The purchase price is only part of the equation. Consider insurance rates, fuel economy, expected maintenance and potential repairs. Some models cost more to maintain than others, and winter tires may be needed. Do a little research on common issues for the make and model so you can budget with realistic expectations.

WHY THIS MATTERS IN ONTARIO

Our winters, road salt and freeze-thaw cycles can accelerate wear and rust, making a thorough inspection even more important. A vehicle that looks great in summer may hide problems underneath, so check carefully and consider a professional inspection. Spending a little extra time now can save you thousands later — and keep you safe on Barrie's roads, no matter the season.

“A used car is a great value when you know what to look for.”
— LOCAL SERVICE MANAGER



Charging at Home and on the Road

MAKING ELECTRIC DRIVING PRACTICAL IN BARRIE AND ACROSS ONTARIO.

Electric vehicles are no longer a niche choice — they're a familiar part of Ontario's roads. With more models, better range and a growing charging network, EV ownership is realistic for many drivers in Barrie and Simcoe County. Whether you charge at home overnight or top up while you're out, a little knowledge goes a long way toward making electric driving easy, convenient and worry-free.

Understanding Your Charging Options

EV charging comes in three main levels, each suited to different needs. Level 1 uses a standard 120-volt household outlet. It's the slowest option, adding about 4–8 km of range per hour, but it works for many drivers with shorter daily commutes.

Level 2 charging uses a 240-volt charger, similar to what's used for a dryer or stove. It's the most popular choice for home charging, adding 20–50 km of range per hour. A Level 2 charger makes it easy to start each day with a full battery.

DC fast charging is designed for speed, typically found at public charging stations. It can add 100–350 km of range in 20–40 minutes, depending on the vehicle and charger type. It's ideal for long trips or when you need a quick top-up.

Planning Your Commute

For most drivers in Barrie, daily commutes are well within the range of modern EVs. The average commute in Simcoe County is under 50 km each way, which can easily be covered with home charging. If you drive longer distances, map out charging options along your route and build in a little extra time during the first few months until you're comfortable.

Public Charging in Barrie and Simcoe County

Public charging continues to grow across the region. You'll find chargers at shopping centres, municipal parking lots, recreation facilities and along Highways 400 and 11. Barrie, Orillia, Collingwood and surrounding communities have added more Level 2 and DC fast chargers in recent years, making it easier to travel throughout Simcoe County and beyond. Popular networks include FLO, ChargePoint, Tesla Superchargers (open to many makes), and Electrify Canada.

Winter Charging Realities

Ontario winters can reduce an EV's range by 15–30% due to cold temperatures and the extra energy needed for heating. Charging can also take a bit longer in the cold, especially at DC fast chargers. The good news? Well-planned routes, preconditioning your vehicle while it's plugged in, and keeping your battery between 20–80% help maintain performance all winter long.

Apartment and Condo Considerations

Don't live in a house? You can still drive electric. Many condos and apartments in Barrie are adding charging stations, and provincial programs can help with installation costs. It's worth talking to your property manager or condo board about future plans, as demand for charging is growing. In the meantime, public charging nearby can bridge the gap.

CHARGE AT HOME. WAKE UP TO A BRIGHTER TOMORROW.

5 Practical Charging Tips

- 1 Charge when you can.** Top up at home, work or while you shop so you're always ready.
- 2 Keep your battery between 20–80%.** It helps with long-term battery health.
- 3 Use charging apps.** Apps like PlugShare, FLO and ChargePoint show real-time availability and pricing.
- 4 Precondition in winter.** Plug in and warm the battery and cabin before you leave to save range.
- 5 Plan for the long haul.** On road trips, know where your next charger is and build in a short break.

*Less Worry.
More Road Ahead.*



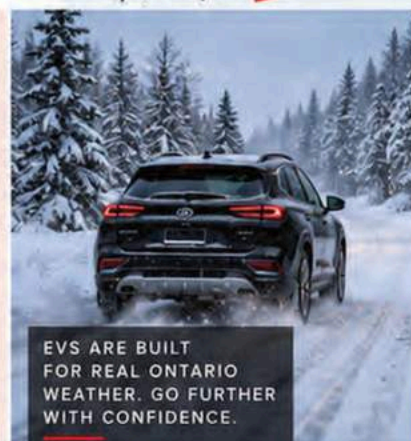
CHARGE LOCALLY. SUPPORT A CLEANER, STRONGER BARRIE.

Home Setup Basics

A Level 2 charger is the most convenient option for home. Installation typically requires a 240-volt circuit and a licensed electrician. The cost varies depending on your home's electrical panel, but provincial incentives can help reduce the expense. Many EV owners find the convenience and peace of mind well worth it.

KEY CONSIDERATIONS:

- Use a certified electrician.
- Check your home's electrical capacity.
- Explore available government incentives and rebates.
- Choose a smart charger for scheduling and energy tracking.
- Plan for future needs if you may add another EV later.



EVS ARE BUILT FOR REAL ONTARIO WEATHER. GO FURTHER WITH CONFIDENCE.

Built in Canada

WHY CANADIAN-ASSEMBLED VEHICLES STILL MATTER TO DRIVERS, WORKERS AND COMMUNITIES.

For generations, Canada has helped build the vehicles that keep our country moving. Canadian auto manufacturing is more than an industry — it's a source of good jobs, strong communities and innovation. From assembly plants in Ontario to a wide network of parts suppliers across the country, Canadian-assembled vehicles continue to make a real difference for drivers, workers and the places we call home.

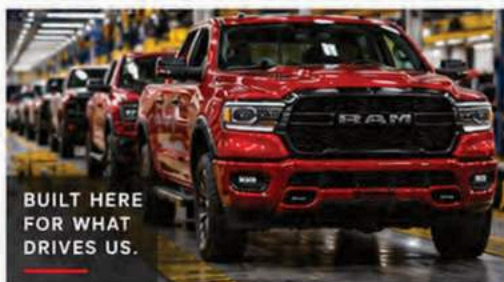
Today, automakers are investing in new technologies and retooling Canadian plants for the future, including electric vehicles (EVs). That means Canadian manufacturing remains a key part of a cleaner, stronger and more competitive automotive sector — and a big reason to feel good about what you drive.

2 Local Production Strengthens Jobs and the Parts Supply Chain

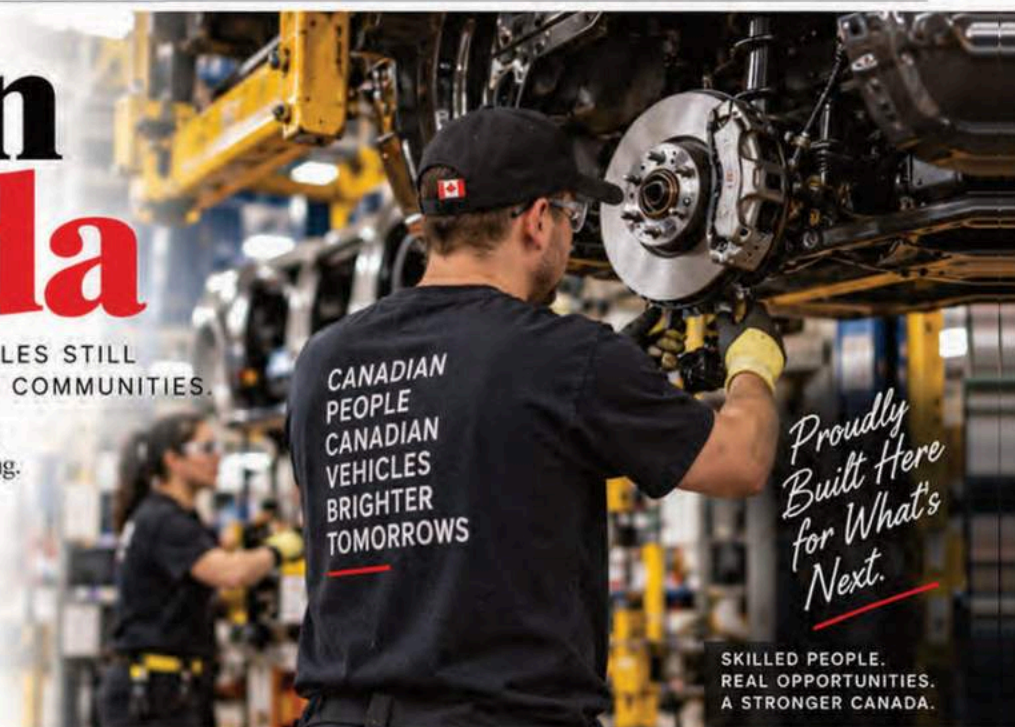
When vehicles are assembled in Canada, the benefits go far beyond the assembly line. Each plant supports thousands of direct jobs and many more in the supplier network — from parts makers and logistics companies to tool and equipment suppliers.

Why Drivers Care

Choosing a Canadian-assembled vehicle can mean more than just a great ride. It helps support local jobs, strengthens our economy and contributes to vibrant communities. Many Canadian-built vehicles are designed for our roads and conditions, and today's plants are also building the next generation of electric and advanced-technology vehicles.



BUILT HERE
FOR WHAT
DRIVES US.



SKILLED PEOPLE.
REAL OPPORTUNITIES.
A STRONGER CANADA.

1 Assembly Plants in Ontario Keep Canada on the Move

Ontario is home to some of Canada's largest vehicle assembly plants, with operations in places like Windsor, Oakville, Brampton and Ingersoll. These facilities build popular cars, trucks, SUVs and minivans for Canadian drivers and for markets around the world.

Global automakers, including Stellantis, Ford and General Motors, have a long history in Ontario. In recent years, they have announced new investments to modernize plants and add electric vehicle production, which helps secure jobs and keeps Canada at the forefront of the auto industry's next chapter.

Beyond the Sticker

Where a vehicle is assembled can be one factor in your buying decision, along with features, price and performance. If Canadian manufacturing matters to you, ask your dealer where the vehicle is assembled and look for information on automakers' Canadian investments. Supporting Canadian-built vehicles helps keep skilled jobs in our communities and drives a stronger, more resilient automotive future.



SKILLED JOBS.
STRONGER
COMMUNITIES.



CANADIAN
ROADS.
CANADIAN
PRIDE.



CANADIAN MANUFACTURING BY THE NUMBERS



100,000+

Canadians work in automotive manufacturing and parts supply.



4 major assembly plants in Ontario (Windsor, Oakville, Brampton and Ingersoll).



Hundreds of parts suppliers across Canada support vehicle production.



New investments in electric vehicle production are creating the next generation of good jobs.

CANADIAN VEHICLES.
STRONGER PEOPLE.
BRIGHTER COMMUNITIES.

*Canadian Vehicles.
Real Impact.*

Engineering Heritage: RAM 1500

FOUR DECADES OF STRENGTH.
A BRIGHTER TOMORROW.

A PROUD LEGACY THAT KEEPS MOVING FORWARD

For more than four decades, the RAM 1500 has been a symbol of strength, innovation and an unwavering commitment to truck owners. What began as a bold new name in 1981 has grown into one of the most respected full-size pickups in the world. Generation after generation, the RAM 1500 has evolved to meet the changing needs of drivers — from hard-working trades professionals to weekend adventurers — while never losing sight of what matters most: capability, durability and real-world usefulness.

In Barrie and across Simcoe County, the RAM 1500 isn't just a truck. It's a trusted partner for work, family and a lifestyle that embraces every season. It's a modern truck with a proud heritage — and its story is still being written on Canadian roads.

*Built for
What Moves You.*

ONTARIO ROADS.
BIGGER STORIES.



CONFIDENCE
GOES FURTHER
IN A RAM.

THE ROOTS

BUILT ON A STRONG FOUNDATION

The RAM name was introduced in 1981, and by 2009 it became its own brand — a move that allowed a sharper focus on trucks and the people who rely on them. The RAM 1500 has since set the standard for combining capability, refinement and innovation, earning a loyal following across Canada.

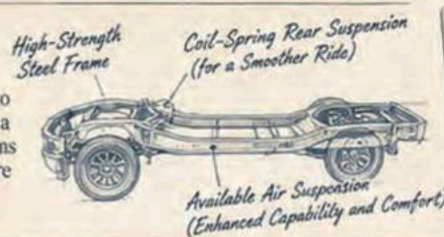
*Different Generations.
The Same Determination.*



ENGINEERED TO GO FURTHER

A STRONGER, SMARTER TRUCK

The RAM 1500's evolution is built on a commitment to strength, comfort and control. Today's model features a high-strength steel frame, advanced suspension systems and refined engineering that make it tougher and more composed on the road.



STRENGTH
INNOVATION
PEOPLE
PLACES
CANADA

*Same
Roads.
Stronger.
Together.*

*"From the job site
to the lake —
that's a Canadian day."*



WORK CAPABILITY WITHOUT COMPROMISE

BUILT FOR REAL JOBS

The RAM 1500 offers impressive towing capability — up to 11,550 lb when properly equipped — along with a strong and reliable lineup of powertrains, including the proven 3.6L Pentastar™ V6 with eTorque and the available 5.7L HEMI® V8 with eTorque. Intelligent trailering technology, durable bed solutions and smart storage features make it a truck that works as hard as you do.

COMFORT THAT GOES THE DISTANCE

A REFINED DRIVING EXPERIENCE

Today's RAM 1500 is designed to be as comfortable on the highway as it is capable on the job site. A quiet cabin, available premium materials, large touchscreen with the latest Uconnect® system, and thoughtful storage solutions make it a space for workdays, family trips and everything in between. It's strength with sophistication — engineered for everyday life.

A NATURAL FIT FOR CANADIAN LIFE

BUILT FOR OUR ROADS

From snow-covered mornings to summer road trips, the RAM 1500 is built for the realities of life in Ontario. Available 4WD, advanced traction systems and a rugged design give you the confidence to take on whatever the road — or the weather — brings. Whether you're hauling equipment, heading to a cottage or navigating downtown Barrie, the RAM 1500 is a truck that feels right at home in Canada.

PEOPLE. PLACES. PROGRESS.

THAT'S THE POWER OF A RAM.



RAM
BUILT FOR CANADA

Engineering Heritage: Ford F-150

BUILT IN CANADA. DRIVEN BY GENERATIONS.

For more than 75 years, the Ford F-150 has been more than a truck — it's been a part of the Canadian story. From job sites to cottage roads, from snow-covered highways to northern work camps, the F-150 has earned its place as Canada's best-selling truck for a reason. It's built to take on real life — in all seasons and on every kind of road we call home.

Today's F-150 combines proven toughness with advanced engineering, giving Canadians the power, capability and confidence to work, explore and spend more time with the people that matter most.

*Built for Canada.
Ready for What's Next.*



CANADIAN
ROADS.
CANADIAN
PEOPLE.
FORD F-150.
ALWAYS A
GOOD FIT.

FROM
GENERATIONS
PAST TO
ALL THAT'S
AHEAD.

THE TRUCK THAT HELPED BUILD A NATION

FORD F-150
PAST. PRESENT. ALWAYS FORWARD.

A HERITAGE OF TOUGH IDEAS

The F-Series story began in 1948, when Ford introduced a new generation of trucks designed for hardworking North Americans. Over the decades, the series evolved, and in 1975 the F-150 arrived — bringing greater capability, comfort and refinement to a growing segment of drivers who needed a truck that could do it all. From farms and forests to construction sites and family driveways, the F-150 quickly became a trusted partner in Canadian life.

Each generation has built on the same foundation: durability, innovation and a deep understanding of what truck owners need. That DNA hasn't changed — it's only gotten stronger.

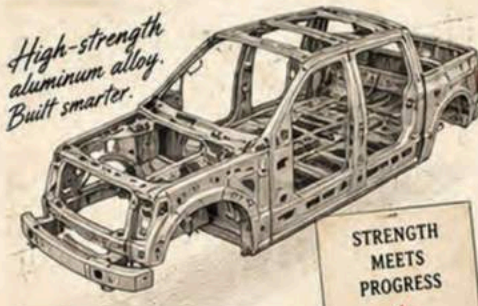


THE F-SERIES — A CANADIAN WORKHORSE FOR GENERATIONS.

ENGINEERING EVOLUTION

The Ford F-150 has always been a showcase for smart engineering. From rugged, dependable V8s to today's advanced EcoBoost® turbocharged engines and the available PowerBoost™ full-hybrid, the F-150 has consistently delivered more power, better efficiency and greater capability. Innovations like high-strength, military-grade aluminum alloy body construction — introduced in 2015 — helped reduce weight while increasing strength and durability.

Today, a range of powertrains, including the proven 3.3L V6, the high-output 3.5L EcoBoost®, the muscular 5.0L V8 and the 3.5L PowerBoost™ hybrid, give Canadian drivers the right balance of power and efficiency for work or play.



*High-strength
aluminum alloy.
Built smarter.*

STRENGTH
MEETS
PROGRESS

A TRUCK FOR REAL CANADIAN LIFE

The F-150 is designed for the way Canadians live. It tows boats and trailers to the lake, hauls gear to the job site, and keeps the family comfortable on long road trips. With best-in-class available towing (up to 13,500 lbs when properly equipped), smart towing technologies like Pro Trailer Backup Assist™ and onboard scales, and a cabin that's more refined than ever, the F-150 makes demanding days easier.

Features like SYNC® 4, available wireless Apple CarPlay® and Android Auto™, BlueCruise hands-free highway driving, and clever storage solutions bring modern convenience to a truck that never forgets its roots.

WORK.
FAMILY.
ADVENTURE.
HERE.

WHY CANADIANS KEEP CHOOSING IT

The F-150's popularity in Canada isn't just about capability — it's about trust. It's a truck that handles our toughest winters, biggest ambitions and busiest weekends. It's comfortable enough for family life, capable enough for serious work, and versatile enough for weekend adventures. Backed by a nationwide dealer network and a long history of reliability, the F-150 continues to be the truck Canadians count on, generation after generation.



*More Roads
More Memories
Same Truck.*

CANADIAN SPIRIT. ENGINEERED TO LAST.

ENGINEERING HERITAGE

Chevrolet Silverado 1500

BUILT FOR CANADA THEN.
BUILT FOR WHAT'S NEXT.

For more than a century, Chevrolet trucks have been part of the Canadian story — hauling, building, exploring and keeping communities moving. The Silverado 1500 continues that tradition with a winning combination of proven engineering, modern technology and real-world versatility. It's a truck that works hard, handles daily life and is ready for whatever Canadian roads bring, from job sites to cottages and everywhere in between.

The Silverado 1500 is more than a pickup. It's a reflection of Chevrolet's engineering heritage — a commitment to durability, capability and the people who rely on trucks to get the job done.



Same Values.
Stronger Values.
A Brighter Tomorrow.



TRUCKS
HAVE
ALWAYS
MOVED
CANADA
FORWARD.

Real Trucks.
Real Life.
Since 1918.

A PROUD TRUCK HERITAGE

From the task-focused pickups of the 1950s to today's highly advanced Silverado 1500, Chevrolet has never lost sight of what truck owners need: strength, reliability and the freedom to go further.



1955



1973



1994



Today

CHASSIS AND SUSPENSION HERITAGE

The Silverado 1500 is built on a fully boxed high-strength steel frame — a foundation that has long been a Chevrolet hallmark. Over the decades, engineers have continually refined the chassis, suspension and steering to balance strength with ride comfort. Today's independent front suspension helps deliver a smoother, more controlled ride, while a robust rear suspension with leaf springs provides the durability needed for serious loads. The result is a truck that feels stable and composed on the highway, confident on rough roads and ready for Canadian work conditions.



Strength where it counts.

THE V8 IDENTITY

For many Canadians, a V8 is at the heart of what makes a truck a truck. The Silverado 1500 upholds that legacy with a proven 5.3L V8, delivering a strong balance of power and efficiency, and an available 6.2L V8 for those who want maximum capability. Both are paired with a smooth and responsive 10-speed automatic transmission, designed for confident acceleration, trailer towing and long-distance comfort. Chevrolet's V8 engineering is about more than numbers — it's about the confidence to take on heavy loads, steep grades and long Canadian highways without compromise.



Proven Power.
Real Capability.

BUILT TO LAST

Durability isn't a feature — it's a foundation. The Silverado 1500 is engineered and tested for the demands of real life, with high-strength materials, advanced corrosion protection and rigorous durability testing. From sub-zero winters to rough job sites, it's a truck that's made to keep going. Chevrolet's commitment to quality and long-term reliability helps ensure the Silverado 1500 is ready for years of work, family adventures and everything in between.

WORK AND FAMILY, WITHOUT COMPROMISE

The Silverado 1500 is designed for both productivity and everyday life. With multiple cab configurations, a spacious and refined interior, advanced trailering technologies and smart in-cabin features, it adapts to your world. Haul equipment during the week, tow the boat on the weekend and keep the whole family comfortable along the way. It's a truck that works as hard as you do, then makes time for what matters most.

RELEVANT FOR CANADA TODAY

From busy cities to small towns, the Chevrolet Silverado 1500 is made for Canadian drivers. Its combination of capability, comfort, technology and flexibility makes it a smart choice for our diverse lifestyles. Whether you're navigating downtown Barrie, towing to the cottage or working in the field, the Silverado 1500 delivers the strength and confidence to handle it all — today and for generations to come.



More Roads.
More Moments.

Canada Drives Trucks.
We Drive with You.



The Canadian Towing & Hauling Guide

*More Adventures
Stronger Communities.*

HAULING SAFER, SMARTER AND WITH MORE CONFIDENCE.

Whether you're towing a trailer to the cottage, hauling equipment for a project or taking the family on a cross-province adventure, proper preparation makes all the difference. This guide breaks down the essentials — from knowing your vehicle's limits to loading safely — so you can tow and haul with confidence, wherever the road takes you.



*Real
Destinations.
Bigger
Possibilities.*

ONTARIO ROADS
LEAD TO AMAZING
PLACES. TOW THEM
RESPONSIBLY.



1. Towing Capacity vs. Payload

It's important to understand the difference. Towing capacity is the maximum weight your vehicle can pull. Payload is the total weight your vehicle can carry, including people, cargo and the trailer's tongue weight. Both limits matter, and neither should be exceeded.

QUICK TIPS:

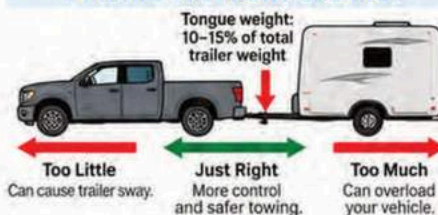
- Check your owner's manual or the manufacturer's website for exact ratings.
- Factor in passengers, cargo and hitch weight.
- Remember: towing and payload capacity are separate limits.



2. Trailer Balance and Tongue Weight

A properly balanced trailer is safer, more stable and easier to control. The ideal tongue weight is typically 10–15% of the total trailer weight. Too little tongue weight can cause swaying, while too much can overload your vehicle's rear suspension.

FINDING THE RIGHT BALANCE



3. Braking and Trailer Brake Controllers

Larger or heavier trailers should be equipped with their own brakes. A quality trailer brake controller helps you stop smoothly and keeps your vehicle and trailer in sync. It's not just about stopping power — it's about control, confidence and safety for everyone on the road.

KEY POINTS:

- Use a trailer brake controller for most trailers over 1,500 kg (3,000 lb).
- Adjust the controller to match your load and road conditions.
- Check that all trailer lights and brakes are working before every trip.
- Allow for longer stopping distances, especially in poor weather.



4. Mirrors and Visibility

Towing changes your field of view. Extendable towing mirrors or clip-on extensions help you see around your trailer and reduce blind spots.



SEE MORE.
DRIVE SAFER.
TOW WITH
CONFIDENCE.



5. Loading Safely

How you load your trailer or truck bed makes a big difference in stability and handling. Keep heavy items low and centered over the axles. Secure all cargo with quality straps or tie-downs, and double-check everything after the first few kilometres.



SECURE LOADS.
SMOOTHER TRIPS.
HAPPIER
DESTINATIONS.



6. Winter or Wet-Weather Towing Considerations

Ontario's changing weather can make towing more challenging. Reduced traction, longer stopping distances and crosswinds all require extra caution. A little preparation goes a long way in keeping you, your passengers and your cargo safe through the seasons.

COLD WEATHER TIPS:

- Use winter tires on your tow vehicle and trailer (where applicable).
- Check your battery, lights and brakes more often.
- Allow extra following distance.
- Be prepared for changing road conditions, including snow, ice and strong winds.
- Keep an emergency kit with warm clothing, a flashlight and basic tools.



5 MISTAKES TO AVOID

SMART TOWING KEEPS EVERYONE MOVING.

- 1 Exceeding your vehicle's towing or payload capacity.
- 2 Incorrect tongue weight or poor load balance.
- 3 Skipping a pre-trip inspection of brakes, lights and tires.
- 4 Not using a trailer brake controller when needed.
- 5 Driving too fast or following too closely.

*Plan Well.
Tow Farther.*

*America's
Sports-Car
Begins Here!*

1953 CHEVROLET Corvette C1

A BOLD NEW AMERICAN LEGEND

*Some
Legends
Never Go
Out of Style.*

In 1953, Chevrolet didn't just build a new car — it started a legend. The Corvette C1 was America's first true sports car, a bold statement of style, freedom and possibility that would inspire generations of drivers and shape the future of American performance.



BORN IN AMERICA.
DRIVEN BY DREAMS.
THE 1953 CORVETTE.

The Debut

A DREAM TAKES SHAPE

The 1953 Chevrolet Corvette was born from a simple but powerful idea: America deserved a sports car of its own. Unveiled to the public at the 1953 General Motors Motorama in New York, the Corvette stunned crowds and signalled a daring new direction for Chevrolet — and for the American automotive industry. With its low, sleek profile and European-inspired design, it captured the imagination of a nation ready to embrace a more exciting future on the open road.



AMERICA MEETS A NEW KIND OF SPORTS CAR.

A Revolutionary Body

FIBERGLASS CHANGES EVERYTHING

The 1953 Corvette made history as the first production car in the world to feature a fiberglass body. Lightweight, corrosion-resistant and strikingly smooth, the fiberglass construction allowed for flowing curves and a clean, uninterrupted design that set the Corvette apart from anything else on the road. It was an innovative choice that not only gave the Corvette its distinctive look, but also laid the groundwork for future advances in automotive materials.



*Fiberglass
Today.
A Brighter
Tomorrow!*

*Distinctive details.
Endless admiration.*

Styling Significance

AN ICON IS BORN

The Corvette's clean, flowing lines, low stance and minimalist design were unlike anything else on American roads. With its elegant proportions, open-top roadster layout and tasteful chrome accents, the 1953 Corvette embodied pure driving freedom. It wasn't just a car — it was a statement. The Corvette proved that American cars could be stylish, sophisticated and desirable on a global stage, helping to define a new era of design that blended performance with timeless beauty.

Pure American Style.



LOW. CLEAN. UNMISTAKABLY CORVETTE.

Early Engineering

A SOLID FOUNDATION

Under the hood, the 1953 Corvette featured a 235 cubic-inch "Blue Flame" inline-six engine, producing 150 horsepower. Paired with a two-speed Powerglide automatic transmission, it delivered smooth, reliable performance that matched its grand-touring character. While modest by today's standards, the Corvette was never about raw power alone — it was about creating a lightweight, open-air sports car that offered a unique and exhilarating driving experience for a



SIMPLE. RELIABLE.
A SPIRIT OF POSSIBILITY.

A Collector's Dream

A LASTING LEGACY

Today, the 1953 Corvette C1 is one of the most sought-after American classics. With only 300 produced, it's rare, historically significant and immensely desirable. Pristine examples can command well over \$1 million at auction, a testament to its enduring appeal and the important role it played in automotive history. More than 70 years later, the 1953 Corvette continues to evoke the spirit of that first thrilling drive — a reminder that big dreams, innovation and bold design can change the road ahead.

*“The 1953 Corvette
wasn't just the first
of its name — it was
the start of a legacy
that still moves us today.”*

Barrie Drivers' Advice from the Pros

PRACTICAL WISDOM FROM EXPERIENCED LOCAL TECHNICIANS.

Whether you're commuting across Barrie, heading up to the cottage or planning a family road trip, expert advice can make all the difference. We spoke with local automotive technicians who work with drivers every day to get their best tips on keeping your vehicle safe, reliable and ready for every season. From preventive maintenance to understanding warning lights, tire care and choosing the right repair shop, here's what the pros want every Barrie driver to know.

*Local Experts.
Real Advice. A Stronger Barrie.*



"Preventive maintenance always costs less than a breakdown."

— Mike Reynolds
SERVICE TECHNICIAN
BARRIE AUTO SERVICE



"A well-maintained vehicle gives you freedom and peace of mind."

— Sarah Thompson

1 Preventive Maintenance Keeps You Moving

SARAH THOMPSON
AUTOMOTIVE TECHNICIAN
JOHNSON'S AUTO SERVICE

Regular maintenance is the foundation of a reliable vehicle. Oil changes, fluid checks, filter replacements and inspections help catch small issues before they become expensive problems. I always remind customers that preventive maintenance isn't just about avoiding repairs — it's about keeping you, your passengers and everyone on the road safer. Follow your manufacturer's maintenance schedule, but also pay attention to how your vehicle feels. If something seems different, get it checked.

"A little attention today can save you a lot of hassle tomorrow."

— Sarah Thompson



"Modern vehicles tell you when they need attention — you just have to listen."

— Dave Chenier

2 Don't Ignore Warning Lights

DAVE CHENIER
LEAD TECHNICIAN
CHENIER AUTO SERVICE

Today's vehicles are smarter than ever, with sensors that monitor everything from engine performance to emissions and safety systems. When a warning light comes on, it's your vehicle's way of telling you something needs attention. Don't ignore it — even if the car seems to be driving fine. Some issues can get worse quickly and lead to bigger, more costly repairs. Bring it in for a proper diagnosis so we can identify the cause and get you back on the road with confidence.

"A warning light isn't a suggestion — it's a conversation. Let's find out what your car is trying to tell you."

— Dave Chenier



"Good tires connect you to everything that matters."

— Aman Gill

3 Tire Care and Seasonal Prep Are Key

AMAN GILL
TIRE AND ALIGNMENT SPECIALIST
MORRISON TIRE & AUTO

Your tires are the only part of your vehicle that touches the road, so they're critical for safety in every season. Check your tire pressure at least once a month, look for uneven wear and make sure you have enough tread. In Ontario, seasonal changes mean preparing for snow, ice, rain and heat — so consider seasonal tires and get your alignment checked regularly. Proper tire care improves fuel economy, handling and braking, and helps you stay safe no matter what the weather brings.

"The right tires for the right season give you traction, confidence and a safer drive."

— Aman Gill



Questions Every Driver Should Ask

BUILD A STRONGER RELATIONSHIP WITH YOUR REPAIR SHOP.

A trustworthy shop will be happy to answer your questions. Here are a few to get the conversation started:

- 1 What's causing the issue and what are my options?
- 2 How urgent is the repair?
- 3 What will it cost, and are there different solutions?
- 4 Do you use quality parts, and do they come with a warranty?
- 5 What maintenance should I be doing now to prevent future problems?
- 6 Can you explain the work in plain language?
- 7 How will you keep me updated during the repair?

*Informed Drivers
Make Stronger
Communities.*

Barrie Auto Service: A Local Shop Profile

EXPERT CARE. REAL PEOPLE. A STRONGER BARRIE.

For many Barrie drivers, a great repair shop is about more than fixing what's broken. It's about trust, clear communication and people who truly care. Barrie Auto Service — a locally owned and operated shop in the heart of the city — has built its reputation on exactly that. With a talented team, modern equipment and a genuine commitment to the community, they keep local drivers moving with confidence, season after season.

We spent a day at the shop to meet the team, see their work firsthand and learn what makes them a go-to destination for everything from routine maintenance to complex repairs.

*Keeping Barrie Moving.
Together.*

1 Why Local Drivers Return

Ask customers why they keep coming back, and the answers are consistent: honest advice, quality work and a team that treats them like neighbours. At Barrie Auto Service, the focus is on building long-term relationships, not just one-time visits. Whether it's a seasonal tire change, a check engine light or a major repair, drivers know they'll get straightforward answers and the right solution for their needs.

2 What Sets the Team Apart

The shop's technicians bring a wide range of experience and a shared passion for doing things right. The team regularly invests in training to stay current with today's vehicles — from advanced diagnostics to hybrid and EV service. It's a collaborative environment where everyone contributes, from apprentices learning the trade to seasoned technicians who mentor and share their knowledge.

3 Service with Clarity

Car care can be confusing, but the team at Barrie Auto Service believes in keeping it simple. They take the time to explain what's happening, show you the options and never pressure you into unnecessary work. Digital inspections, clear estimates and real conversations help drivers feel informed and in control. It's service built on transparency — and it's a big reason so many Barrie residents trust them with their vehicles.

SAMPLE / DEMO PROFILE

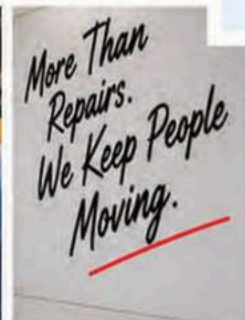
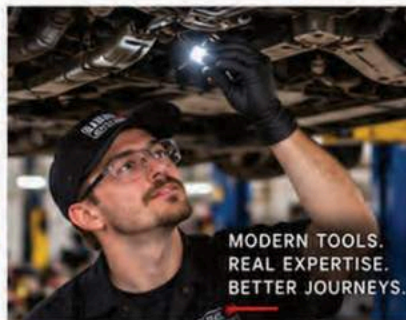
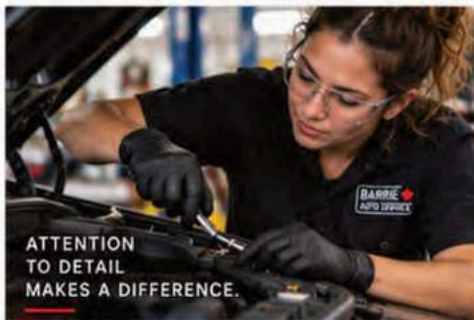
Business details shown for layout demonstration



A TRUSTED TEAM
KEEPING BARRIE
ON THE ROAD.

SHOP AT A GLANCE

-  **Barrie Auto Service**
A locally owned and operated repair shop in Barrie, ON.
-  **Services**
Maintenance, diagnostics, brakes, tires, suspension, engine repair, hybrid & EV service and more.
-  **Our Team**
Experienced, certified technicians who care about our community.
-  **Our Focus**
Honest advice, quality work and long-term relationships.
-  **Community Minded**
Proud to support local drivers, families and initiatives across Barrie and Simcoe County.



Inside the Big Three: Cabin Comfort & Real-World Practicality

THREE TRUCKS. THREE APPROACHES.
ONE COMMON GOAL — A BETTER DRIVE EVERY DAY.

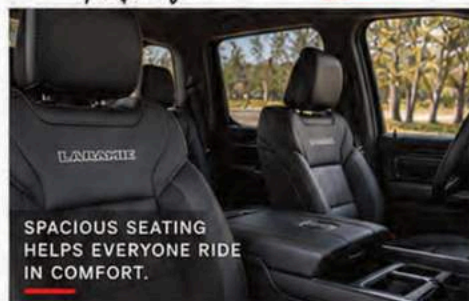
Today's full-size trucks are more than work tools — they're mobile offices, family haulers and weekend getaway companions. The RAM 1500, Ford F-150 and Chevrolet Silverado 1500 each bring their own personality to the cabin, but all three focus on the same thing: making your time behind the wheel more comfortable, connected and convenient, whether you're on the job site, the school run or the highway up north.

We looked at what matters most to Barrie-area drivers — comfort, space, smart storage, useful technology and the little details that make a big difference in real life.

*Different Strengths.
A Brighter Drive for Everyone.*

*Comfort
for the Roads
You Call Home.*

THE RAM 1500
DELIVERS A REFINED,
QUIET CABIN BUILT
FOR REAL LIFE.



SPACIOUS SEATING
HELPS EVERYONE RIDE
IN COMFORT.



LARGE, EASY-TO-USE
SCREENS KEEP YOU
CONNECTED ON THE GO.



SMART STORAGE
MAKES IT EASY TO
STAY ORGANIZED.

1 Workday Ergonomics

All three trucks offer supportive seats, logical controls and a commanding drive position. The RAM 1500 is known for its premium, car-like feel and exceptionally quiet cabin, which helps reduce fatigue on long days. The Ford F-150 focuses on smart, functional design with big, easy-to-use controls you can operate with gloves on. The Chevrolet Silverado 1500 brings a clean, modern layout with intuitive switchgear and good visibility. No matter the badge, the driving experience is designed to keep you comfortable and in control.

2 Family-Friendly Space

Full-size trucks are now true family vehicles. All three offer spacious rear seating with plenty of legroom for adults, plus smart storage for backpacks, sports gear and road trip essentials. The RAM 1500 leads with best-in-class rear legroom in many trims, while the F-150 offers a versatile flat load floor and available fold-up seats for extra room. The Silverado 1500 provides a wide, comfortable rear bench and thoughtful storage throughout the cabin.

From carpools to cottage runs, there's room for what matters.

3 Technology that Matters

Today's trucks make it easy to stay connected, informed and entertained. The RAM 1500 offers a large Uconnect® touchscreen with clear graphics and available premium audio. The Ford F-150 features the latest SYNC® system with a crisp display and available hands-free capability. The Silverado 1500 includes a responsive touchscreen with Google built-in on many trims, along with available wireless Apple CarPlay® and Android Auto™.

Useful features like multiple USB ports, wireless charging and available head-up displays help keep you focused on the road ahead.

4 How the Cab Shapes Daily Life

A great truck cabin does more than move you — it supports your lifestyle. It's where you take calls between job sites, help with homework after school, plan your next weekend and enjoy the drive. The RAM 1500 leans into comfort and refinement. The F-150 offers versatility and clever solutions for work and play. The Silverado 1500 delivers a modern, confident cabin with the space and features truck owners count on.

Different approaches, same result — three capable trucks that make everyday life a little easier, here in Barrie and beyond.

THE BIG THREE AT A GLANCE



RAM 1500

- ✓ Best-in-class rear legroom in many trims
- ✓ Quiet, refined cabin
- ✓ Large Uconnect® touchscreen



FORD F-150

- ✓ Spacious, versatile interior
- ✓ Available fold-up rear seats
- ✓ Latest SYNC® with large display



SILVERADO 1500

- ✓ Roomy and comfortable cabin
- ✓ Google built-in (available)
- ✓ Smart storage solutions

*Great Trucks.
Brighter
Journeys.*

Off-Roading Closer to Home

TRAILS, LAKES AND BIGGER ADVENTURES ARE CLOSER THAN YOU THINK.

For Barrie drivers, adventure doesn't require a cross-country trip. From forest roads and conservation areas to cottage-country back routes, Ontario offers incredible off-road and overland experiences just a short drive from home. Whether you're looking for a weekend escape, a camping adventure or a chance to explore scenic trails, there are countless ways to get off the pavement and into nature.

Off-roading is about more than challenging terrain — it's about discovering new places, building confidence behind the wheel and connecting with the outdoors. With the right preparation and a respectful approach, you can enjoy a safe, memorable adventure while helping to keep Ontario's trails open for generations to come.

*Explore More.
It's in Our Backyard.*



INCREDIBLE
ADVENTURES
ARE CLOSER
THAN YOU THINK.



SCENIC ROUTES.
GREAT VIEWS.
REAL ADVENTURES.



OFF-ROAD
LEADS TO
UNFORGETTABLE
PLACES.

“Getting off the pavement helps you see a different side of Ontario — wilder places, quieter moments and a greater appreciation for where we live.”

— CHRIS M.,
BARRIE DRIVER

1 Choose the Right Route

Ontario has a variety of off-road and overland routes within easy reach of Barrie, from forest service roads and conservation areas to cottage-country back roads. Research your destination before you go. Check local maps, trail conditions, access rules and seasonal closures. Apps and offline maps are also helpful, since cell service can be limited.

QUICK TIP:

Start with well-known routes like the Ontario Federation of Off-Road Vehicles (OFORV) trail network or explore forest roads around Algonquin, Kawartha Highlands or the Durham Forest.

2 Protect the Trails

Sustainable off-roading keeps our trails open and accessible for everyone. Stay on marked routes, respect private property, follow all local regulations and avoid sensitive areas like wetlands and waterways. Pack out what you pack in and leave the outdoors better than you found it. A little consideration goes a long way in preserving these spaces for future adventurers.

QUICK TIP:

Stay on designated trails, respect signage, and avoid driving in muddy conditions to prevent trail damage.

3 Gear to Pack

The right gear can make your trip safer, more comfortable and a lot more enjoyable. Essentials include all-terrain tires, a full-size spare, recovery gear (tow straps, shackles, traction boards), a tire pressure gauge, basic tools, a first-aid kit, extra food and water, and navigation tools. If you're planning an overland trip, add camping gear and gear storage solutions to make the most of your adventure.

QUICK TIP:

Air down for better traction on gravel or soft surfaces — and don't forget a way to re-inflate before heading back to pavement.

4 Skill Before Speed

Off-roading isn't about how fast you can go — it's about control, confidence and making good decisions. Take time to learn the basics, practice on easier terrain and understand your vehicle's capabilities. If you're new to off-roading, consider joining a local club or taking a training course. A little knowledge can help you avoid getting stuck and keep you and your passengers safe on the trail.

QUICK TIP:

Know your limits, drive at a steady pace, and always have a plan for getting un-stuck — it's part of the adventure!

1953 Cadillac Eldorado



*Classic Cars.
Brighter
Tomorrows.*

AMERICAN LUXURY ★ TIMELESS STYLE
A LEGEND ON THE ROAD

In 1953, Cadillac didn't just build a car — it built a statement. The Eldorado represented the pinnacle of American luxury, style and optimism, combining breathtaking design with smooth, powerful performance. More than a car, it was a symbol of a new era — one where the open road meant possibility, and where driving was an experience to be savoured.

Seventy years later, the 1953 Cadillac Eldorado continues to turn heads, capture imaginations and define what a true classic should be. It remains an icon not only of Cadillac's legendary craftsmanship, but also of a time when cars were works of art, built with pride and purpose.

*Some Legends
Never Fade.*



**AN ICON
THAT STILL
TURNS HEADS.**



CRAFTED AROUND THE DRIVER

Every detail of the Eldorado's interior was a celebration of comfort, refinement and style.



ICONIC FROM EVERY ANGLE

Sweeping lines, graceful fins and exquisite chrome made the Eldorado unmistakably Cadillac.



A GRILLE WITH A LEGACY

Bold, distinctive and instantly recognizable — a symbol of American excellence.

DISTINCTION TRAVELS FURTHER

1 Styling Without Compromise

The 1953 Eldorado sat at the top of the Cadillac lineup, showcasing the very best of what American design could offer. Its long, low profile, hand-finished bodywork and striking tailfins created a presence that was both elegant and unmistakable. Chrome accents, a graceful convertible silhouette and meticulous attention to detail made the Eldorado a true rolling work of art — turning every drive into a special event.

2 Engineering for a Smoother World

Under the hood, the Eldorado featured a 5.4-litre (331 cu in) V8 engine, producing approximately 210 horsepower, paired with Cadillac's advanced Hydra-Matic automatic transmission. Power steering, power brakes, power windows and a power convertible top were available, placing the latest technology at the service of effortless driving. In 1953, the Eldorado didn't just move you forward — it raised the standard for what a luxury car could be.

3 A Symbol of Prestige

With only 532 Eldorado convertibles produced in 1953, exclusivity was part of its allure. The Eldorado became the choice of celebrities, industry leaders and tastemakers who appreciated its blend of beauty, rarity and innovation. It embodied the confidence and optimism of post-war America — a nation on the move, with dreams as big as the open highway. Owning an Eldorado wasn't just transportation; it was a statement of success and sophisticated taste.

4 An Enduring American Icon

The 1953 Cadillac Eldorado represents more than a car from the past — it's a reminder of what makes driving special. It captures freedom, individuality and the joy of exploring the world in style. Whether admired at a classic car show, carefully restored in a private collection, or gliding along a scenic lakeside road, the Eldorado continues to inspire new generations, proving that true legends never go out of style.

*More Than a Car.
A Piece of History.*



Drive the Dream
YESTERDAY. TODAY. ALWAYS.

*"Some cars take you places.
The Eldorado takes you to a higher place."*



Great Drives Around Barrie

SCENIC ROUTES. CHARMING TOWNS. UNFORGETTABLE DAYS.

There's something special about getting behind the wheel and exploring the roads that make our region home. From sparkling waterfront views to rolling countryside and quaint small towns, Barrie and Simcoe County offer some of the most enjoyable drives in Ontario. Whether you're looking for a relaxing afternoon cruise, a full-day adventure or a new favourite road, there's a route here for every kind of driver.

Great drives aren't just about the destination — they're about the moments along the way. Fresh air, beautiful scenery, local stops and the freedom to discover something new, just a short drive from home.

*Different Roads.
A Brighter Barrie.*

*More to
Explore
Close to Home.*



SCENIC ROADS.
BRIGHTER DAYS.
BARRIE AND BEYOND.



BEAUTIFUL
WATERFRONT VIEWS
ALL SEASON LONG.



COUNTRY ROADS
LEAD TO GREAT
DISCOVERIES.



CHARMING TOWNS
MAKE THE JOURNEY
EVEN BETTER.

Waterfront to Country Roads

Barrie's location makes it easy to switch from lakeside views to rolling hills in no time. Cruise along the shores of Kempenfelt Bay, explore Simcoe County's scenic backroads and take in the mix of small towns, farm stands, forest trails and sparkling lakes. Every season brings a new perspective, from vibrant fall colours to quiet, snow-covered landscapes in winter.

“The best drives aren't always the longest ones — they're the ones that make you feel at home in your own backyard.”

— LOCAL DRIVER, BARRIE

Best Times to Go

Every season offers a different kind of beauty. Spring brings fresh green landscapes, summer is perfect for waterfront cruises and patio stops, fall delivers stunning colours, and winter offers peaceful, snow-dusted views. Weekdays can mean quieter roads, while early mornings or late afternoons are great times to avoid the busiest traffic and enjoy a more relaxed drive.

“No matter the season, there's always a new view to fall in love with.”

— SARA M., BARRIE RESIDENT

Pack for the Day

A little preparation goes a long way. Bring a full tank (or plan charging stops), water and snacks, a map or offline directions, and a camera or phone for photos. Dress for the weather, pack sunglasses and keep a few essentials in the vehicle. If you're heading to rural areas, check hours in advance for local attractions, as they can be seasonal. Being prepared helps you make the most of the journey.

“Pack a sense of curiosity — the best memories are often unplanned stops.”

— JORDAN T., LOCAL EXPLORER

Drive with Courtesy

Great drives are better when everyone shares the road responsibly. Follow speed limits, be patient with slower traffic, give cyclists and farm vehicles space, and keep an eye out for wildlife, especially in rural areas. A courteous and mindful driving attitude helps keep our local roads safe and enjoyable for all.

*Better Drivers
Build Stronger
Communities.*

5 Great Drives to Try

1 Kempenfelt Bay Waterfront Loop

A relaxing drive along Barrie's waterfront with lake views, parks and great places to stop.

2 County Road 27 Scenic Route

Rolling farmland, forests and charming small towns like Angus and Glen Huron.

3 Simcoe County Lakes Loop

Take in beautiful lakes, conservation areas and quaint communities.

4 Horseshoe Valley & Highlands

Winding roads, dramatic vistas and four-season beauty just north of Barrie.

5 Orillia & Lake Couchiching

A classic drive with waterfront views, local shops and a relaxed small-town vibe.

Understanding Your Brakes

SAFER STOPS. A MORE CONFIDENT DRIVE.

Your brakes are one of the most important safety systems on your vehicle. They work hard every day, from school runs and commutes to weekend getaways around Barrie and beyond. Understanding how your brakes work, knowing the warning signs of trouble and keeping up with regular maintenance helps you stay safe and protects the people you care about.

Today's vehicles have advanced braking systems, including anti-lock brakes (ABS), electronic stability control and brake assist. But the basics are the same — friction, hydraulic pressure and properly maintained components. When everything is working together, you get shorter stopping distances, better control and greater confidence on the road, no matter what the season brings.

*Know Your Brakes.
Drive with Confidence.*



QUALITY BRAKE
SERVICE FOR
SAFER ROADS
IN OUR COMMUNITY.

1 Warning Signs You Should Never Ignore

Your brakes usually give you warning before a bigger problem develops. Listen and pay attention to changes in how your vehicle feels. A high-pitched squeal often means your brake pads are wearing down, while a grinding noise can indicate metal on metal and the need for immediate service. If you notice a soft or spongy brake pedal, longer stopping distances, vibration when braking or your vehicle pulling to one side, have it checked soon. A brake warning light on your dashboard is also a signal to get your brakes inspected by a qualified technician.

2 Pads, Rotors and Fluid

Your braking system relies on several key components working together. Brake pads create the friction that slows your wheels, while rotors provide a smooth surface for the pads to grip. Over time, both pads and rotors wear down and need to be replaced. Brake fluid transfers the force from your foot on the pedal to the brakes at each wheel. It can absorb moisture, which reduces its effectiveness and can lead to corrosion inside the system. Regular inspection and timely replacement of pads, rotors and fluid help maintain strong, consistent braking performance and can prevent more expensive repairs down the road.

3 Why Brakes Feel Different in Winter

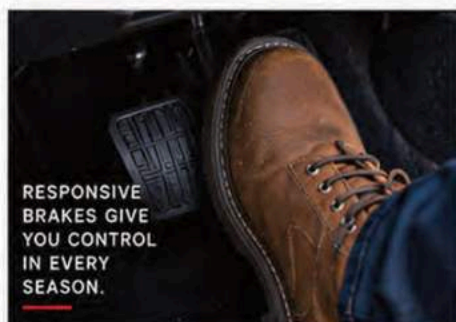
Winter driving in Ontario can be tough on brakes. Cold temperatures, snow, ice and road salt all affect braking performance. Brakes may feel less responsive at first as moisture and ice build up on the rotors and pads. Road salt can also accelerate corrosion on brake components, and repeated stops on slippery roads can cause uneven wear. That's why it's important to give yourself extra stopping distance in winter, keep your brakes in good condition and have them inspected regularly during the colder months. A thorough inspection in the fall can help ensure your brakes are ready for whatever winter brings.

QUESTIONS TO ASK YOUR REPAIR SHOP

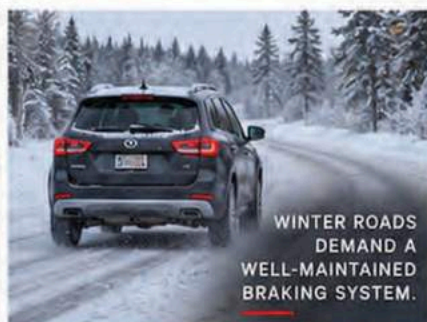
GET CLEAR ANSWERS.
DRIVE AWAY WITH CONFIDENCE.

- 1 How much pad life do I have left, and do the rotors need attention?
- 2 Should the brake fluid be replaced, and when was it last done?
- 3 Are there any leaks or signs of uneven wear?
- 4 Do you recommend OEM or equivalent parts for my vehicle?
- 5 What's included in the service, and is there a warranty?

*Good Questions
Lead to Safer Drives.*



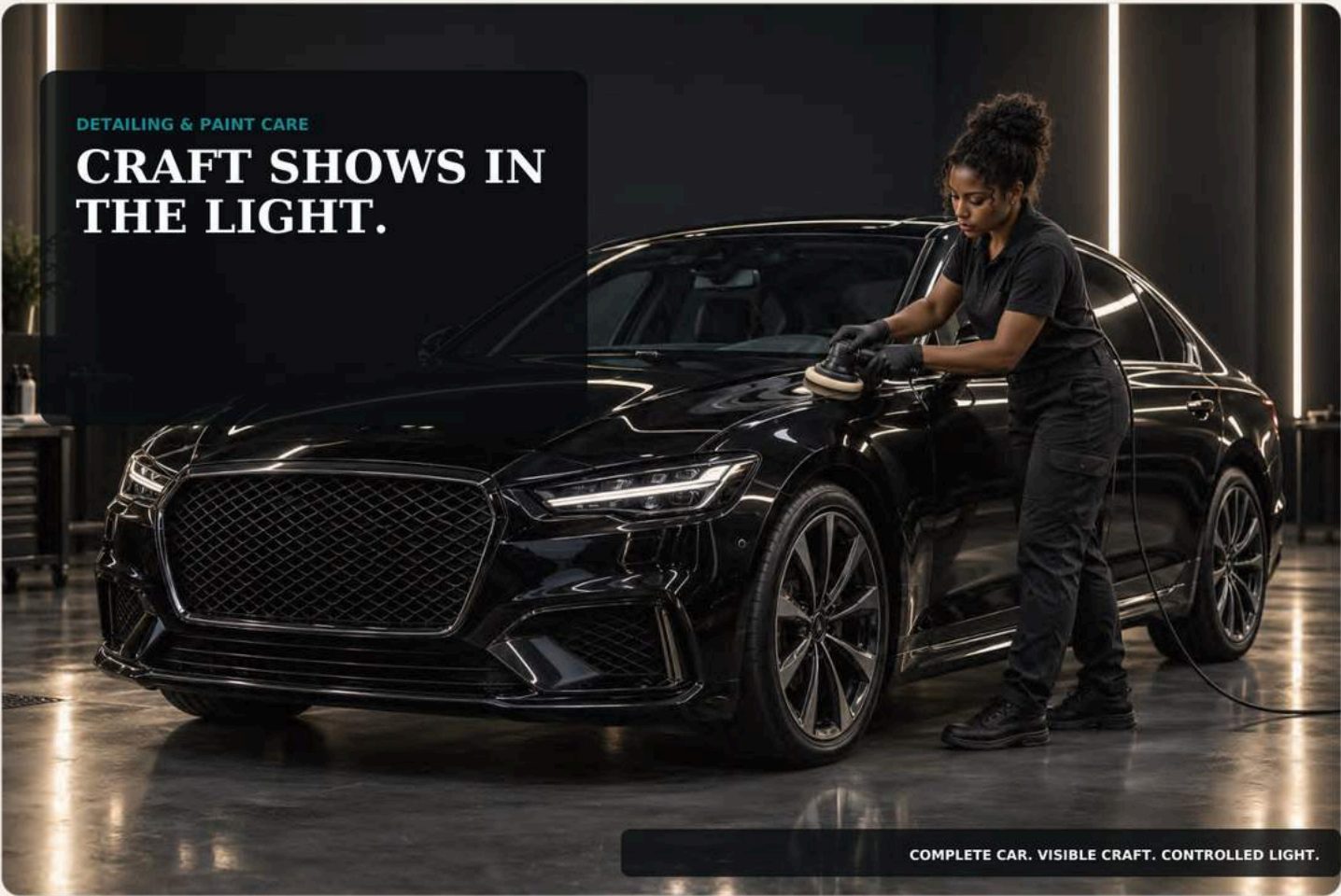
RESPONSIVE
BRAKES GIVE
YOU CONTROL
IN EVERY
SEASON.



WINTER ROADS
DEMAND A
WELL-MAINTAINED
BRAKING SYSTEM.



QUALITY PARTS.
RELIABLE STOPS.
A STRONGER
BARRIE.



DETAILING & PAINT CARE

CRAFT SHOWS IN THE LIGHT.

COMPLETE CAR. VISIBLE CRAFT. CONTROLLED LIGHT.

THE SERVICE PROMISE

A premium detailing story should show the process: inspect, prepare, refine and protect. This sample presents clear service levels and aftercare instead of an empty beauty shot.

A FINISH SERVICE SHOULD SHOW ITS METHOD

Inspection determines what the paint and interior actually need. Preparation protects trim and surfaces; refinement addresses the agreed concerns; aftercare helps the customer preserve the result. Each stage can be photographed and explained.

● INTERIOR RESET

● PAINT ENHANCEMENT

● PROTECTION PLANNING

SAMPLE OFFER: SIGNATURE DETAIL FROM \$149*

FINAL CLAIMS, PACKAGES, PRICES AND AVAILABILITY REQUIRE ADVERTISER APPROVAL



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blackwater-finish.example

101 Concept Road, Orillia, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



Winter Emergency Kit: What Every Barrie Driver Should Carry

BE PREPARED. STAY SAFER. GO FURTHER.

Winter in Barrie can be unpredictable. From heavy snowfall and freezing rain to sudden temperature drops, local drivers know that conditions can change quickly. An emergency kit isn't just a good idea — it's an essential part of winter driving. Being prepared can keep you safe, comfortable and on the road, even when the weather doesn't cooperate.

Whether you're commuting to work, heading up north for a weekend or just running errands around town, a well-stocked kit can make a big difference if you become stranded or face a delay.

Here's what local experts recommend for building a winter emergency kit that's right for Barrie's conditions — and for your unique needs.

*Ready Today.
Further Tomorrow.*

*Local Roads.
Real Preparedness.
A Stronger
Barrie.*

BARRIE
DRIVES
TOGETHER

PREPARE TODAY
FOR A SAFER
TOMORROW.

THE RIGHT
GEAR MAKES
A BIG DIFFERENCE.

BE PREPARED
KEEP GOING

SMALL
PREPARATIONS
LEAD TO
BIGGER PEACE
OF MIND.

1 Must-Have Basics

Every vehicle should have a core group of emergency items, no matter how far you're travelling. Start with jumper cables, a flashlight (with extra batteries), a phone charger, a basic first-aid kit and a reflective warning triangle or flares. Include an ice scraper and snowbrush (a long-handled one works best), a small shovel and a tow strap. Keep some non-perishable snacks and bottled water in case you're waiting for assistance longer than expected.

2 Cold-Weather Additions

Ontario winters call for a few extra items. A warm blanket, extra hats, gloves and socks can help you stay warm if you're stuck. Hand and foot warmers are inexpensive but can make a big difference. Consider a compact roadside traction aid (such as sand, kitty litter or traction mats) to help if your wheels lose grip. A small ice melt product and a windproof lighter or waterproof matches are also useful. If you drive in rural areas or commutes on Highway 400, a portable battery booster or power bank is a smart addition.

3 What Families Should Pack

If you drive with kids or pets, tailor your kit to their needs. Include extra snacks, bottled water and any necessary medications. Pack blankets, a change of clothes and age-appropriate entertainment items. For pets, bring food, water, a leash, waste bags and a familiar blanket or toy. These extras can help keep everyone comfortable and calm during an unexpected delay. It's also a good idea to keep a printed list of important phone numbers, just in case your phone is out of power or service.

4 Where to Store It

Keep your emergency kit in a durable storage bin or bag to keep items organized and easy to find. The trunk or cargo area is usually the best spot, as it keeps items accessible without taking up passenger space. Use a water-resistant container and check your kit at least twice a year — before winter and again in the spring — to replace expired items, recharge batteries and update supplies. A well-maintained kit is always ready when you need it.

WINTER EMERGENCY KIT CHECKLIST

- ☐ Jumper cables
- ☐ Flashlight + extra batteries
- ☐ Phone charger / power bank
- ☐ First-aid kit
- ☐ Reflective triangle or flares
- ☐ Ice scraper and snowbrush
- ☐ Small shovel
- ☐ Tow strap
- ☐ Warm blanket
- ☐ Extra hat, gloves and socks
- ☐ Hand / foot warmers
- ☐ Non-perishable snacks
- ☐ Bottled water
- ☐ Road traction aid (sand, litter or mats)
- ☐ Ice melt product
- ☐ Pet supplies (if needed)
- ☐ Medications (if needed)
- ☐ Change of clothes
- ☐ Emergency contact list

"Being prepared gives you options — and peace of mind."

— LOCAL SERVICE TECHNICIAN

"It's the little things, like dry socks and a warm blanket, that can make a tough situation much easier."

— BARRIE DRIVER

"When you're prepared, you can focus on what matters most — keeping your family safe."

— BARRIE PARENT

*Prepared Drivers
Build Stronger
Communities.*

*Be Ready.
Stay Safe.
Keep Moving.*

LOCAL SERVICE SHOWCASE

COMPLETE FICTIONAL CONCEPTS - SERVICES, OFFER, CONTACT, MAP AND DEMO QR

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SAMPLE / DEMO

ENGINE & ELECTRICAL

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Test first. Explain clearly. Repair with approval.

SCAN DATA | ELECTRICAL TEST | ENGINE REPAIR

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DEMO MAP + QR | NO LIVE DESTINATION



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BRIGHTSIGHT GLASS

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MILE ZERO LUBE

Protect fuel economy with the basics.

OIL SERVICE | TIRE PRESSURE | EFFICIENCY REVIEW

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DEMO MAP + QR | NO LIVE DESTINATION



ADVERTISEMENT

SAMPLE / DEMO

ROADSIDE ASSISTANCE

NIGHTWATCH ROADSIDE

When the day stops, the next step stays clear.

BOOST | TIRE HELP | LOCAL TOW

SAMPLE: LOCAL ASSISTANCE FROM \$79*

705-555-0120

nightwatch-roadside.example



220 Demo Lane, Innisfil, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION



Barrie Projects: Driving Tomorrow

INFRASTRUCTURE TODAY. A STRONGER,
MORE CONNECTED BARRIE TOMORROW.

Barrie is growing, and with that growth comes exciting improvements that make the city even better for the people who live, work and drive here. From smoother roads and safer intersections to enhanced waterfront spaces and better connections across the region, today's projects are focused on building a more accessible, vibrant and resilient community.

These investments aren't just about infrastructure — they're about people. They help reduce congestion, improve safety, create more ways to get around and make Barrie an even more attractive place to call home. Whether you're commuting to work, heading out for a weekend at the lake or exploring local businesses, these improvements support a better driving experience and a higher quality of life for everyone.

*A Stronger Barrie
Moves Us All Forward.*



1 Road Improvements

Barrie continues to invest in road upgrades that make it easier and safer to get around. Improvements to key corridors, intersections and active transportation connections help reduce congestion, improve traffic flow and support all road users. Whether it's resurfacing, intersection enhancements or new links between neighbourhoods, these projects keep Barrie moving and ready for future growth.

2 Public Spaces and Access

A connected community is about more than roads. Enhancements to the waterfront, trails, parks and transit facilities give people more ways to move, explore and enjoy Barrie. Better access to recreational spaces and local amenities supports a healthier, more active lifestyle, while also making the city more welcoming for visitors. These spaces bring people together and add to what makes Barrie a special place to live and drive.

3 How Projects Affect Drivers

Infrastructure improvements can mean short-term detours, but the long-term benefits are worth it. Smoother roads, better signage, improved intersections and upgraded bridges lead to a more reliable and enjoyable driving experience. Many projects also include modern safety features, like better lighting and improved pedestrian crossings, which help make Barrie's roads safer for everyone.

4 Why Long-Term Planning Matters

Barrie's growth is expected to continue, and thoughtful planning helps ensure the city can meet the needs of tomorrow. Investing in infrastructure today builds a stronger, more resilient community that supports economic opportunity, enhances quality of life and keeps Barrie connected. By planning ahead, we're creating a city that works for current residents and future generations — on the road and beyond.

Featured Projects in Barrie



Mapleview Drive Improvements

Ongoing upgrades to increase capacity, improve traffic flow and enhance safety for all road users.



Waterfront Enhancements

Continued improvements to waterfront spaces, trails and access, creating a more connected and vibrant lakefront for everyone.



Molson Bridge Replacement

A new, modern bridge to improve reliability, safety and long-term connectivity across the city.



Active Transportation Connections

More trails, cycling routes and pedestrian links to make it easier and safer to get around Barrie, on and off the road.

Dashboard Warning Lights

*Same Roads.
More Confidence.*

WHAT THEY MEAN, WHAT CAN WAIT, AND WHEN TO STOP DRIVING.

Your vehicle's dashboard is designed to keep you informed. Warning lights are your car's way of communicating — letting you know when something needs attention, from a minor issue to a serious problem. Understanding what these lights mean can help you stay safe, avoid costly repairs and keep your journey on track, whether you're commuting in Barrie, heading to the cottage, or driving anywhere across Ontario this fall and winter.

While vehicle designs may vary, the meaning behind most warning lights is consistent. Here's a practical guide to the most common ones and what you should do when they appear.

Be Informed. Drive Safer.

The Lights Drivers Should **Never** Ignore

Some warning lights indicate a serious issue that requires immediate attention. If any of these lights come on while driving, it's best to stop as soon as it's safe to do so and get your vehicle checked by a qualified technician.



Oil Pressure Warning

This light means your engine may not be getting enough oil. Continuing to drive can cause severe engine damage. Pull over safely and turn off the engine.



Brake System Warning

This could indicate low brake fluid, a problem with the braking system or that the parking brake is on. Get it checked right away.



Charging System Warning

This means your battery isn't being charged properly. You may be able to drive a short distance, but have it inspected as soon as possible before the battery runs out.



Check Engine Light

This can be triggered by something minor, like a loose gas cap, or a more serious engine or emissions issue. If it's steady, you can usually drive. If it's flashing, reduce speed and have it checked soon.



ABS Light

This means there's a problem with your anti-lock braking system. Your regular brakes will still work, but ABS may not be available. Have it inspected at your next service visit.



Traction Control Light

A brief flash is normal when the system is active. If the light stays on, it could indicate a system fault. Have it checked to ensure optimal traction and stability, especially important in winter conditions.

What to Tell Your Mechanic

When a warning light comes on, the more information you can provide, the easier it is for your technician to identify and fix the issue. Be ready to share:

- Which light came on (and its colour).
- When you first noticed it.
- Whether the light is steady or flashing.
- Any changes in how the vehicle drives, sounds or feels.
- If the light comes and goes.
- Recent events, such as refuelling, extreme weather, or hitting a rough road.

Taking a photo of the light and any on-screen messages can also be helpful, especially if it turns off before you reach the shop.

*A Healthy Vehicle
Takes You Further.*

If you're ever unsure about a warning light, it's always better to have it checked. A quick inspection can save you time, money and unplanned disruptions — and help keep you and your passengers safe on the road.

WELL-MAINTAINED
VEHICLES LEAD TO
BRIGHTER JOURNEYS.

*Stronger
Communities
Ahead.*

After a Collision in Ontario

THE SMART STEPS TO PROTECT YOURSELF, YOUR VEHICLE, AND YOUR CLAIM.

A car collision can be a stressful and overwhelming experience, even if it's minor. Knowing what to do in the moments after a crash can help keep you safe, protect your rights and make the insurance process go more smoothly. Here's a step-by-step guide for Ontario drivers, with practical advice to help you handle the situation with confidence.

*Stay Calm. Be Prepared.
Get Back on the Road.*

*Document Today
for a Smoother
Tomorrow.*

TAKE PHOTOS.
EXCHANGE INFO,
AND REPORT
PROMPTLY.

1 Immediate Safety Steps

Your safety comes first. If possible, move your vehicle to a safe location, such as the side of the road or a nearby parking lot. Turn on your hazard lights and check on yourself and your passengers for injuries. If anyone is hurt, call 9-1-1 right away. Even in a minor collision, take a moment to assess your surroundings, watch for oncoming traffic, and avoid standing between vehicles.

4 How Insurance Reporting Works in Ontario

You must report the collision to your insurance company as soon as possible, even if you believe it was minor. Ontario is a no-fault insurance system, which means you'll deal with your own insurer for repairs and any applicable benefits, regardless of who was at fault. Your insurer will guide you through the claims process, which may include an assessment of the damage, a review of the police report (if applicable), and arrangements for vehicle repairs.

2 What Information to Exchange

Exchange information with the other driver(s) involved, including:

- Full name and contact information
- Driver's licence number
- Vehicle licence plate number
- Insurance company and policy number
- Make, model and colour of the vehicle

It's also a good idea to take photos of the damage, the vehicles' positions, and the surrounding area.

3 When to Call Police

In Ontario, report a collision to police if anyone is injured, a driver fails to remain, impairment is suspected, or total damage appears to exceed \$5,000. For a minor collision with no injuries, move vehicles to a safe place if possible. Even below \$5,000, drivers must exchange identification, vehicle and insurance information. Follow local police or collision-reporting-centre instructions.

QUICK CHECKLIST AFTER A COLLISION

- ✓ Ensure everyone is safe and call 9-1-1 if needed.
- ✓ Move to a safe location and turn on hazard lights.
- ✓ Exchange information with all drivers.
- ✓ Take clear photos of damage and the scene.
- ✓ Call the police if required by law or if there are injuries.
- ✓ Report the collision to your insurance company as soon as possible.

A SMOOTHER ROAD AHEAD

While no one plans to be in a collision, being prepared can make a difficult situation easier to manage. By following these steps, you can protect yourself, your vehicle and your insurance claim — and get back on the road with greater peace of mind.

*Knowledge Today
Drives a Brighter
Tomorrow.*

SAFER DRIVERS.
STRONGER
COMMUNITIES.
A BRIGHTER
BARRIE TOMORROW.



LOCAL ROADS.
REAL PEOPLE.
A STRONGER
ONTARIO.

Roadside Breakdown Safety

WHAT TO DO WHEN TROUBLE FINDS YOU ON THE SHOULDER.

Breakdowns can happen to anyone, at any time. Whether it's a flat tire, an overheated engine or a dead battery, knowing how to stay safe while you wait for help can make a stressful situation much easier to manage. Here are practical steps to protect yourself, your passengers and your vehicle when trouble finds you on the side of the road.

*Stay Safe
Out There.*

PREPARE TODAY
FOR A SMOOTHER
TOMORROW.

1 Stay Visible and Get to a Safe Location

If you feel a problem, signal and gradually move to the shoulder or a safe area as far from traffic as possible. Turn on your hazard lights right away. If you have reflective triangles or flares, set them up behind your vehicle (at least 30 metres in urban areas and 150 metres on highways) to give other drivers time to react. Visibility is one of your best protections, especially at night or in poor weather.

2 When to Remain in the Vehicle

In most situations, it's safest to stay inside your vehicle with your seat belt on, especially on busy highways or in low-visibility conditions. Exiting your vehicle can put you at serious risk from passing traffic. You can step out if you are in a safe location well away from traffic, such as a wide shoulder or a parking area, and it's necessary to assess the problem. Always use caution, watch for traffic and keep children and pets inside the vehicle.

3 Call for Help

Once you're in a safe position, contact your roadside assistance provider, insurance company or local tow service. Be ready to share your exact location, the make and model of your vehicle and a brief description of the issue. If you're on a highway, look for kilometre markers or nearby landmarks to help identify your location. If you don't have a mobile signal, try using a highway emergency phone if available.

Help is a Call Away.

4 Protect Yourself in Winter Conditions

Winter breakdowns can be more dangerous due to cold temperatures, snow and reduced visibility. Stay in your vehicle to keep warm and conserve energy. Run the engine periodically (about 10 minutes every hour) to maintain heat, making sure the exhaust pipe is clear of snow. Keep a window slightly open for fresh air, and avoid idling for long periods in an enclosed area. Wear warm layers, use blankets and keep an eye out for approaching help. Winter is also a good time to check your kit and make sure it includes extra warm clothing and supplies.

ROADSIDE KIT CHECKLIST

BE PREPARED FOR THE UNEXPECTED.

- ☐ Reflective triangles or road flares
- ☐ Jumper cables or a portable booster
- ☐ Spare tire, jack and lug wrench
- ☐ Tire pressure gauge and basic tools
- ☐ Flashlight with extra batteries
- ☐ Warm blanket and extra clothing
- ☐ First aid kit
- ☐ Bottled water and non-perishable snacks
- ☐ Phone charger or power bank
- ☐ Ice scraper and snow brush (in winter)



A WELL-STOCKED KIT BRINGS PEACE OF MIND ALL YEAR LONG.

5 Stay Alert and Aware

While you wait, keep an eye on your surroundings. Be aware of other vehicles, and avoid standing near the roadway. If someone offers help, use your judgment — it's okay to politely decline and wait for a trusted professional. Keep your doors locked and your phone with you. Let a friend or family member know where you are and that help is on the way.

A Little Preparation Goes a Long Way.

**SAFER
DRIVERS
STRONGER
COMMUNITIES.**

Being prepared helps keep you, your passengers and others on the road safer — no matter the season.



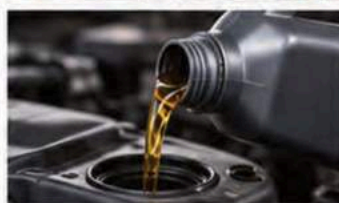
SUPPORTING
SAFER JOURNEYS
ACROSS BARRIE
AND BEYOND.

Car-Care Myths vs. Facts

SEPARATING OLD ADVICE FROM WHAT ACTUALLY HELPS YOUR VEHICLE

With so much car advice out there—from friends, family and the internet—it can be hard to know what's true. Some tips were helpful decades ago but no longer apply. Others just won't die, even though modern vehicles are designed differently. We're setting the record straight on some of the most common car-care myths, so you can make smarter decisions, avoid unnecessary costs, and keep your vehicle running at its best for years to come.

*Real Knowledge.
A Smoother Road Ahead.*



✗ MYTH
You need to warm up your car for a long time before driving.

✓ FACT

Modern engines don't need long warm-ups. Letting your car idle for more than 30 seconds to a minute is usually unnecessary. The best way to warm up your engine is to drive gently, keeping RPMs low until the engine reaches its normal operating temperature. Long idling can waste fuel and increase emissions without providing any real benefit.

QUICK TIP: In cold weather, give it 30–60 seconds, then drive gently.

✗ MYTH
Premium fuel is better for every car.

✓ FACT

Most vehicles are designed to run perfectly well on regular gasoline. Premium fuel only provides a benefit for engines that specifically require it, such as high-performance or turbo-charged vehicles. Using premium in a vehicle that doesn't need it won't improve performance, fuel economy or longevity—it just costs more at the pump.

QUICK TIP: Check your owner's manual or the fuel door. If it says "regular," premium isn't necessary.

✗ MYTH
You should change your oil every 3,000 miles no matter what.

✓ FACT

While 3,000-mile oil changes were common years ago, modern engines and synthetic oils can often go much longer. Many vehicles can safely go 6,000 to 12,000 miles between changes, depending on the oil type and your driving conditions. Follow your owner's manual and consider your driving habits, such as short trips, extreme temperatures or towing, which may require more frequent changes.

QUICK TIP: Use the manufacturer's recommended oil and change interval for your vehicle.

✗ MYTH
Winter tires are only for heavy snow.

✓ FACT

Winter tires aren't just for snow—they're designed for cold temperatures. They provide better traction, shorter stopping distances and improved control on snow, ice, slush and even cold, dry pavement. All-season tires harden in colder weather, which can reduce grip. In Barrie and surrounding areas, winter tires make a noticeable difference in safety and confidence through the season.

QUICK TIP: Install winter tires when temperatures consistently drop below 7°C, even if there's no snow.

Drive Smarter.

FACTS KEEP YOU FURTHER.

The right information helps you save money, avoid unnecessary repairs and enjoy a safer, more reliable driving experience.



WELL-MAINTAINED VEHICLES. BRIGHTER ROADS. A STRONGER BARRIE.

GOOD MAINTENANCE GOES A LONG WAY.

Care Today.
Further Tomorrow.

TRUSTED SERVICE. REAL ADVICE. A STRONGER BARRIE.

Family Road-Trip Safety

HOW TO TRAVEL FARTHER, SAFER, AND MORE COMFORTABLY.

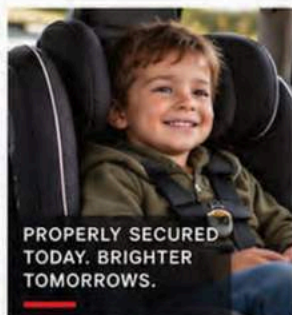
Road trips create some of life's best memories. Whether it's a weekend in the Kawarthas, a visit to family, or a cross-province adventure, a little planning goes a long way toward a safer, smoother and more enjoyable journey.

From properly securing your passengers to staying energized and prepared for changing weather, these practical tips will help your family travel farther with confidence — and make the journey just as enjoyable as the destination.

Safer Families Go Farther.

More Adventures Together.

SAFE TRAVELS
STRONGER FAMILIES
A BRIGHTER BARRIE.



PROPERLY SECURED
TODAY. BRIGHTER
TOMORROWS.

1 Child-Seat Safety

Make sure every child is in the right seat for their age, weight and height. Follow Ontario's child restraint laws and your vehicle's manual. Check that seats are properly installed, harnesses are snug, and children cannot reach the seatbelt release. As they grow, transition to the next stage (rear-facing, forward-facing, booster, then seatbelt) at the recommended time, not just age. A well-secured child gives everyone

2 Beat Fatigue

A rested driver is a safer driver. Plan regular breaks — at least every two hours or 200 km — to stretch, grab a snack and refresh. Share driving duties when possible, get a good night's sleep before you leave, and avoid driving during your usual sleep hours. If you feel drowsy, don't push through it. Pull over at a safe, well-lit place and take a short nap or switch drivers. Arriving later is always better than not arriving at all.

3 Pack Smart

Keep the cabin comfortable and clutter-free. Pack a roadside emergency kit (jumper cables, flashlight, first aid kit, basic tools), along with essentials like blankets, extra clothing and reusable bags. Store heavier items low in the cargo area and secure loose items. Keep frequently needed items (diapers, wipes, snacks, jackets) within easy reach. A little organization reduces stress and keeps everyone happier on the road.

4 Food and Hydration

Healthy snacks and water keep energy up and moods positive. Bring refillable water bottles and pack easy-to-eat foods like fruit, veggies, nuts, cheese and sandwiches. Avoid too much sugar, which can lead to energy crashes and cranky kids. Plan meal stops ahead of time so you're not relying on fast food, especially in smaller towns where options may be limited.

5 Keep Devices Charged

A charged device can be a lifesaver for navigation, music, audiobooks and emergencies. Bring charging cables for all devices, a multi-port car charger, and a portable power bank. Make sure offline maps are downloaded in case you lose cell service. Keep your phone within reach for hands-free use, and consider a mount so you can navigate safely without distraction.

6 Plan for the Weather

Canadian weather can change quickly, especially in the fall. Check the forecast before you go and along your route. Be prepared for rain, wind, fog or early snow with appropriate tires, wipers and fluid levels. Pack extra warm clothing and blankets, and know how to use your defroster and rear-window heater. Adjust your speed to road conditions and keep extra following distance when

7 Keep Kids Entertained (Without Distraction)

Happy kids make for a smoother trip. Pack a mix of activities like books, colouring, travel games, and downloaded movies or shows. Use headphones to keep the cabin calm. Set expectations about quiet time and give kids a few new activities to build excitement. Most importantly, keep the driver's focus on the road — use hands-free devices and let a passenger manage entertainment when adjustments are needed.

NEW PLACES.
SAFER JOURNEYS.
STRONGER
COMMUNITIES.

Good
Journeys
Brighter
Days.

IT'S NOT JUST
A DESTINATION.
IT'S MORE TIME
TOGETHER.

EV Winter Performance in Ontario

WHAT ELECTRIC VEHICLE OWNERS NEED TO KNOW WHEN TEMPERATURES DROP

As more drivers in Barrie and across Ontario make the switch to electric vehicles, a common question comes up each fall: how do EVs perform in winter? The good news is that electric vehicles are well-suited to Canadian conditions. With the right preparation and habits, you can enjoy reliable, efficient and comfortable driving all winter long.

Cold weather does present some unique challenges for EV owners, from reduced range to slower charging times. But understanding what to expect — and how to adapt — can make a big difference. Here's what you need to know to stay charged and confident this winter in Ontario.

*Same Roads.
New Possibilities.*

1 Expect Reduced Range in Cold Weather

Cold temperatures can reduce an EV's range by 20% to 40% depending on the model, driving conditions and how much cabin heat is used. Batteries are less efficient in the cold, and more energy is needed to heat the cabin. Plan for shorter range on the coldest days and keep a buffer, especially for longer drives.

4 Understand Charging Behaviour in the Cold

Charging can be slower in cold weather because the battery needs to warm up before it can accept high charging rates. Many EVs automatically manage battery temperature, and charging speeds improve once the battery is warmed. When possible, charge indoors, use preconditioning, and allow extra time at public fast chargers during very cold conditions.

2 Use Preconditioning to Your Advantage

Preconditioning lets you warm the battery and cabin while the vehicle is still plugged in. This helps maximize range, improves driving efficiency and ensures a comfortable start. Most EVs allow you to schedule departure times through the vehicle or a mobile app — a simple step that makes a big difference on cold mornings.

5 Choose the Right Winter Tires

Winter tires are essential for safety, regardless of what you drive. They provide better traction, shorter stopping distances and more confident handling in snow and ice. Many EVs deliver instant torque, which makes good winter tires even more important. Look for tires with the mountain snowflake symbol, and consider a narrower width to improve traction in deep snow.

3 Be Smart About Cabin Heat

Cabin heating can significantly impact range, especially on short trips. Use seat heaters and heated steering wheels when available, which use less energy than traditional cabin heating. Keep the cabin at a comfortable, not excessive, temperature (around 19–21°C) and consider eco-mode settings to optimize efficiency in winter.

6 Plan Longer Trips with Care

For winter road trips, plan your route with charging stops in mind. Use reliable trip planning tools that factor in cold-weather range, elevation changes and charger availability. Give yourself extra time, keep a flexible itinerary and check weather and road conditions before you go. A little planning goes a long way toward a smooth and enjoyable winter journey.

Quick Winter EV Tips



Start each day with a full charge when possible.



Use preconditioning before you unplug.



Install quality winter tires.



Plan ahead for longer trips.

*Drive Smarter.
Go Further.*



BETTER
TRACTION.
GREATER
CONFIDENCE.



ONTARIO
ADVENTURES
ARE ALWAYS
IN SEASON.



PREPARE TODAY
FOR A BRIGHTER,
CLEANER
TOMORROW.

Behind the Scan Tool

HOW MODERN TECHNICIANS
DIAGNOSE TODAY'S VEHICLES

Today's vehicles are more advanced than ever, with dozens of computers, sensors and networks working together. When something isn't right, a scan tool gives technicians a window into what's happening inside your vehicle. But it's not just about reading a code — real diagnosis takes knowledge, experience and a methodical approach.

At shops across Barrie, modern technicians use advanced scan tools and diagnostic information to find the root cause of a problem quickly and accurately. The result? Safer, more reliable vehicles and fewer unnecessary repairs.

*Technology Finds the Clues.
People Find the Solutions.*

*Diagnostics
Keep You
On the Road.*

REAL
TECHS
REAL
SOLUTIONS
BARRIE
KEEPS
MOVING.

MODERN TOOLS.
SKILLED TECHS.
A STRONGER
BARRIE.

A TECHNICIAN'S DIAGNOSTIC PROCESS MORE THAN JUST A CODE.

- 1 Scan for stored and pending codes.
- 2 Review live data and system operation.
- 3 Perform visual and electrical testing.
- 4 Compare findings to manufacturer specs.
- 5 Confirm the fix and clear codes.

*The Right Diagnosis
Gets You Further.*

1 Reading Stored Codes

When a problem is detected, your vehicle's computer stores a diagnostic trouble code (DTC). These codes point to the general area of a fault, such as an emissions issue, a sensor circuit or a misfire. A professional technician doesn't just read the code and replace a part — they use it as a starting point, gathering more information to confirm the real cause.

2 Understanding Live Data

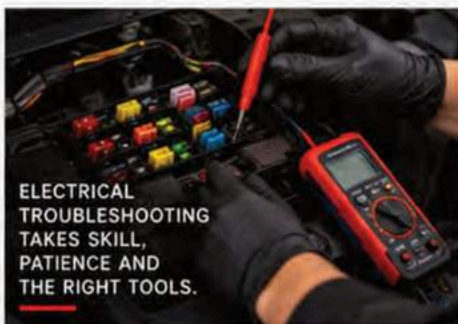
A scan tool can display real-time data from sensors and systems while the engine is running. This "data stream" shows things like engine temperature, fuel trims, oxygen sensor readings, battery voltage and more. By comparing live data to manufacturer specifications, technicians can see how systems are performing and spot issues that don't always trigger a code.

3 Why Diagnosis Matters

Accurate diagnosis saves time, money and frustration. It helps prevent unnecessary parts replacement, gets you back on the road faster and ensures the right repair is done the first time. Proper diagnostics also improve vehicle reliability, fuel efficiency and safety — and can catch small issues before they turn into bigger, more expensive problems.

4 Guessing Costs Money

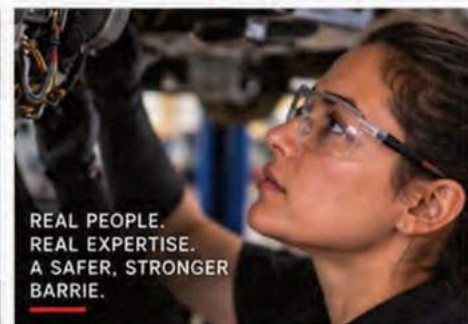
Replacing parts without proper testing is a costly gamble. Many modern components are expensive, and a misdiagnosis can lead to wasted time and money. Skilled technicians use a step-by-step process, wiring diagrams, technical service information and hands-on testing to find the real problem — not just the most obvious one.



ELECTRICAL
TROUBLESHOOTING
TAKES SKILL,
PATIENCE AND
THE RIGHT TOOLS.



TODAY'S VEHICLES
HAVE MORE SYSTEMS
THAN EVER. PROFESSIONAL
DIAGNOSTICS KEEP
THEM RUNNING RIGHT.



REAL PEOPLE.
REAL EXPERTISE.
A SAFER, STRONGER
BARRIE.

How to Read a Tire Sidewall

THE NUMBERS, LETTERS, AND RATINGS THAT EVERY DRIVER SHOULD UNDERSTAND.

Your tires do a lot more than get you from point A to point B. The information on the sidewall tells you exactly what the tire can do — from its size and load capacity to its speed rating and when it was made. Knowing how to read your tire sidewall helps you choose the right tires, stay safe in all seasons, and get the best performance for your vehicle and driving needs, whether you're commuting in Barrie, heading north for a cottage weekend, or tackling a Canadian winter.

*Knowledge on the Sidewall.
Confidence on the Road.*



1 Tire Size Format A Closer Look at 225/60R17

The size on your tire sidewall tells you its dimensions and construction. Using **225/60R17** as an example:

225 — The tire's width in millimetres (from sidewall to sidewall).

60 — The aspect ratio, meaning the sidewall height is 60% of the width (about 135 mm in this example).

R — Radial construction (the most common type for modern vehicles).

17 — The rim diameter in inches (the size of the wheel the tire fits).

Always use the size recommended in your vehicle's owner's manual or on the driver's door placard.

2 Load Index How Much Weight It Can Carry

The load index is a number that corresponds to the maximum weight each tire can carry. In our example, **99** means the tire can support 775 kg (1,709 lbs) per tire.

Your vehicle's total weight is shared across all four tires, so using the correct load index is essential for safety, stability and long-term durability.

If you regularly carry heavy loads, tow a trailer, or drive an SUV or truck, make sure your tires have a load index that meets or exceeds your needs.

3 Speed Rating Built for Your Driving Style

The speed rating is a letter that indicates the maximum speed the tire can safely handle for sustained driving. In our example, **H** means the tire is rated for up to 210 km/h (130 mph).

Common speed ratings include:

S 180 km/h	T 190 km/h
H 210 km/h	V 240 km/h
W 270 km/h	Y 300 km/h

You don't need to drive at these speeds, but the rating tells you the tire is built to handle the heat and stress of high-speed driving, which contributes to overall strength and reliability.

4 DOT Code & Manufacturing Date How Old Are Your Tires?

The DOT code is a series of letters and numbers that provides information about where and when the tire was made. The last four digits indicate the manufacturing date using a week/year format.

In our example, **0326** means the tire was made in the 3rd week of 2026.

Tires typically perform best for 6 to 10 years from the date of manufacture, depending on usage and storage conditions. Even if the tread looks good, consider replacing older tires, as rubber can harden and lose performance over time.

5 Winter Tire Markings Confidence in Canadian Conditions

Look for the three-peak mountain snowflake (3PMSF) symbol to identify true winter tires. This marking means the tire has met strict testing standards for snow performance. Many winter tires also include **M+S** (Mud and Snow) on the sidewall.

In Ontario, winter tires are strongly recommended for safer driving in cold, snow and ice. They provide better traction, shorter stopping distances and improved control when temperatures drop below 7°C.

Choose the right tires for our climate — because Canadian winters demand more.

Quick Tips for Canadian Drivers

- ✓ Use the correct size, load index and speed rating for your vehicle.
- ✓ Check the manufacturing date before buying new tires.
- ✓ Look for the 3PMSF symbol for true winter performance.
- ✓ Inspect your tires regularly for wear, damage or uneven tread.
- ✓ Replace tires in pairs or as a full set for the best handling and stability.



BETTER INFORMATION.
SAFER JOURNEYS.
A STRONGER BARRIE.



CANADIAN DRIVERS
GO FURTHER TOGETHER.

From Fall to Winter

A SENSIBLE SEASONAL MAINTENANCE TIMELINE FOR ONTARIO DRIVERS.

As the leaves change and temperatures start to drop across Barrie and Simcoe County, it's time to shift your focus from fall road trips to winter readiness. Ontario winters can be unpredictable, but a little preparation goes a long way. By following a simple timeline — early fall, late fall and the first freeze — you can keep your vehicle reliable, safe and ready for whatever the season brings.

*Same Roads.
New Adventures.*

*Different
Seasons.
A Stronger
Barrie.*



PREPARE
TODAY FOR
A SAFER,
SMOOTHER
TOMORROW.

1

Early Fall

SET YOURSELF UP FOR SUCCESS

Early fall is the perfect time to get ahead. Start with a full vehicle inspection to identify any worn parts before winter weather puts extra strain on your vehicle. Check your tires, battery, fluids, wipers and lights, and book any needed service appointments. It's also a good time to switch from summer to all-weather or winter tires, especially if you travel regularly or commute.

2

Late Fall

FINE-TUNE AND FINALIZE

As temperatures drop, make sure everything is in top shape. Install winter tires if you haven't already, and double-check your battery, antifreeze and wiper blades. Clear out your vehicle, restock your emergency kit and make sure your heating and defrosting systems are working properly. Late fall is also a great time to plan ahead for busy schedules — book your service early to avoid the seasonal rush.

3

The First Freeze

BE READY WHEN IT HAPPENS

When the first freeze hits, conditions can change quickly. Make sure your tires have proper tread and pressure, your wipers are winter-ready, and your fluids are rated for cold temperatures. Keep your gas tank at least half full, and have your emergency kit in the vehicle. A little preparation now can help you avoid being caught off guard and give you peace of mind all winter long.

*Prepared Drivers
Go Further.*

Key Winter-Ready Checks



TIRES

Switch to winter tires for better grip, shorter stopping distances and greater control in cold weather.



BATTERY

Cold weather reduces battery power. Test your battery and replace it if it's weak or more than a few years old.



FLUIDS

Top up windshield washer fluid with winter formula and check antifreeze, oil and brake fluid levels.



WIPERS

Replace worn wiper blades and use a winter-rated washer fluid to keep your view clear.



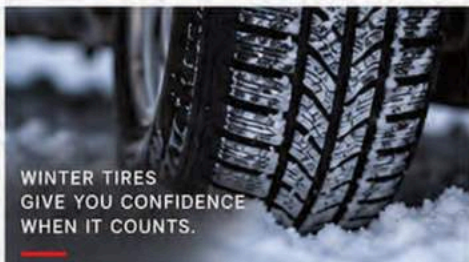
LIGHTING

Check all exterior lights — headlights, taillights, brake lights and turn signals — so you can see and be seen.

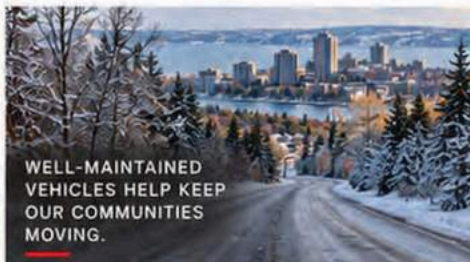


EMERGENCY PREPAREDNESS

Keep a winter kit with a scraper, blanket, flashlight, jumper cables, snacks, water and a phone charger.



WINTER TIRES
GIVE YOU CONFIDENCE
WHEN IT COUNTS.



WELL-MAINTAINED
VEHICLES HELP KEEP
OUR COMMUNITIES
MOVING.



A CLEAR VIEW
LEADS TO A SAFER,
BRIGHTER TOMORROW.

ENGINE DIAGNOSTICS & REPAIR

EXPLAIN THE PROBLEM. EARN THE YES.

From warning lights to rough running, the useful story begins with testing. The driver sees the symptom, diagnostic path, authorization point and verified repair before added work begins.



THE TECHNICIAN, TABLET AND ENGINE BAY REMAIN COMPLETE.

DIAGNOSIS BEFORE PARTS

The best service story starts with the symptom and the tests that narrow it down. Findings, options and authorization are separated so the driver can make an informed decision before additional work begins.

- CHECK-ENGINE DIAGNOSIS
- ENGINE PERFORMANCE
- WRITTEN REPAIR PLAN

SAMPLE OFFER: ENGINE PERFORMANCE DIAGNOSIS \$119*

A FINISHED AD CAN REPLACE EACH SAMPLE FIELD WITH VERIFIED, APPROVED CUSTOMER INFORMATION

- 01 OBSERVE

Confirm the symptom
- 02 TEST

Use evidence
- 03 AUTHORIZE

Agree before repair



DEMO MAP - NOT TO SCALE

CALL / VISIT / BOOK - DEMO DETAILS

705-555-0104

honestline-auto.example

108 Preview Court, Bradford, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



DEMO QR

Cars, Coffee & Community in Barrie.

HOW LOCAL MEETS, CLUB GATHERINGS, AND SHARED ENTHUSIASM KEEP CAR CULTURE ALIVE.

Barrie's car scene is more than just beautiful vehicles — it's a community of people who share a passion. From weekend coffee meets to organized club gatherings, local enthusiasts come together to celebrate everything on four wheels, from classic muscle and modern performance to imported favourites and one-of-a-kind builds.

Whether you're chatting about mods, swapping stories, or simply admiring the craftsmanship, these events create a welcoming space for drivers of all ages and experience levels. It's not just about the cars — it's about the people who make the hobby special.

*Great Cars.
Greater People.*



CLASSIC. MODERN. CUSTOM.
ALL ENTHUSIASTS. ALL WELCOME.



DIFFERENT CARS.
SAME COMMUNITY.

Why Car Communities Matter

Car clubs and meets do more than showcase great vehicles — they build connections, support local businesses, and give back to the community.



Friendships & Belonging

Car culture brings people together from all walks of life. It's a place to make new friends, share knowledge and feel part of something bigger.



Support for Local

Meets and events often support local shops, restaurants and charities, helping keep Barrie's automotive community and economy strong.



Inspiring the Next Generation

These gatherings introduce young enthusiasts to car culture, keeping the passion alive for years to come.

At the end of the day, it's simple — cars bring people together, and a stronger community makes the ride better for everyone.



SAMPLE EVENT CALENDAR

Verify dates and venues before publication

Upcoming Events in Barrie

MARK YOUR CALENDAR AND BE PART OF THE COMMUNITY.

OCT
10

Barrie Cars & Coffee

9:00 AM – 12:00 PM
Heritage Park, Barrie
All makes, all models welcome.

OCT
24

Simcoe County Car Club Meet

6:00 PM – 9:00 PM
Georgian Mall (South Lot)
A favorite for local enthusiasts.

NOV
7

Cruise for a Cause

10:00 AM – 2:00 PM
Centennial Beach, Barrie
Show cars, community and support for a local charity.

*"It's not just a hobby.
It's a community."*

— LOCAL ENTHUSIAST



BARRIE DRIVES
A BRIGHTER TOMORROW
TOGETHER.

LOCAL DRIVES.
STRONGER COMMUNITIES.
BRIGHTER TOMORROWS.

*Barrie
Belongs Here.*

LOCAL SERVICE SHOWCASE

COMPLETE FICTIONAL CONCEPTS - SERVICES, OFFER, CONTACT, MAP AND DEMO QR

ADVERTISEMENT

SAMPLE / DEMO

AUTO DETAILING

HORIZON DETAIL STUDIO

A visible process for a visible result.

INTERIOR | PAINT CARE | PROTECTION

SAMPLE: EXPRESS DETAIL \$129*

705-555-0121

horizon-detail.example

DEMO QR

DEMO MAP

227 Concept Road, Orillia, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

ADVERTISEMENT

SAMPLE / DEMO

TOWING

TOWLINE RECOVERY

Clear arrival steps for a stressful moment.

LOCAL TOW | RECOVERY | TRANSPORT

SAMPLE: LOCAL TOW FROM \$95*

705-555-0122

towline-recovery.example

DEMO QR

DEMO MAP

234 Preview Court, Bradford, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

ADVERTISEMENT

SAMPLE / DEMO

BATTERY SERVICE

SPARK & CHARGE

See the test result before replacement.

LOAD TEST | ALTERNATOR | INSTALLATION

SAMPLE: BATTERY TEST \$29*

705-555-0123

spark-charge.example

DEMO QR

DEMO MAP

241 Mockup Avenue, Alliston, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

ADVERTISEMENT

SAMPLE / DEMO

EV SERVICE

EV READY GARAGE

A practical service path for EV owners.

INSPECTION | BRAKE SERVICE | COOLING CHECK

SAMPLE: EV HEALTH REVIEW \$99*

705-555-0124

ev-ready.example

DEMO QR

DEMO MAP

248 Exhibit Street, Angus, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

ADVERTISEMENT

SAMPLE / DEMO

PARTS & ACCESSORIES

NORTHCOAST PARTS

Choose fit and quality before features.

EXACT FIT | QUALITY TIER | WARRANTY

SAMPLE: PARTS MATCHING - NO CHARGE*

705-555-0125

northcoast-parts.example

DEMO QR

DEMO MAP

255 Sample Way, Barrie, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION

ADVERTISEMENT

SAMPLE / DEMO

TIRE STORAGE

WINTERWISE STORAGE

Your next changeover starts with good storage.

LABEL | STORE | RETURN

SAMPLE: SEASONAL STORAGE \$89*

705-555-0126

winterwise-storage.example

DEMO QR

DEMO MAP

262 Demo Lane, Innisfil, ON | FICTIONAL ADDRESS

DEMO MAP + QR | NO LIVE DESTINATION



STRENGTH
BEAUTY
INNOVATION
VICTORY
ALWAYS
A MASERATI

MASERATI

A CENTURY OF THE TRIDENT

La Passione Continua

PEOPLE.
CARS.
A BRIGHTER
TOMORROW.

ITALIAN HERITAGE. EXTRAORDINARY JOURNEYS. ALWAYS A MASERATI.

FROM BOLOGNA TO THE MODERN GRAND TOURER, MASERATI HAS BUILT ITS REPUTATION ON ELEGANCE, SPEED, AND UNMISTAKABLE ITALIAN CHARACTER.

THE BEGINNING

A FAMILY DRIVEN BY PASSION

Maserati was founded in 1926 in Bologna, Italy, by brothers Alfieri, Bindo, Carlo, Ettore and Ernesto Maserati. From the very beginning, racing was in the brand's DNA. The brothers' passion for engineering and competition quickly established Maserati as a name to watch, with their race cars earning victories and a reputation for innovation, performance and unmistakable Italian flair.

"A Maserati is more than a car — it is a state of mind."
— Alfieri Maserati



NEPTUNE
STRENGTH
POWER
PROGRESS

THE TRIDENT

A SYMBOL WITH PURPOSE

The Trident, inspired by the Fountain of Neptune in Bologna, Italy, became the perfect symbol for Maserati — representing strength, power and a bold, forward-looking spirit. Over the decades, the trident has stood for more than performance; it represents a uniquely Italian blend of luxury, artistry and passion that sets Maserati apart.

THE GRAND TOURER

MORE THAN A CAR. A FEELING.

Today, Maserati continues to inspire with grand tourers, luxury SUVs and performance sedans that combine breathtaking design, an unmistakable exhaust note and an emotional driving experience. In a world of ever-increasing technology, Maserati remains a brand for those who value beauty, craftsmanship and the joy of the open road. A Maserati isn't just transportation — it's a statement.

*Driven by Passion.
Defined by a Century.*

ON THE WORLD STAGE

VICTORIES THAT DEFINED A NAME

A defining moment came in 1957, when Juan Manuel Fangio won the Formula 1 World Championship in a Maserati 250F. That victory cemented Maserati's place among the great names in motorsport and showcased the brand's engineering excellence on the world stage.



1957

JUAN MANUEL FANGIO
WORLD CHAMPION
IN A MASERATI 250F.

From Bologna to today, Maserati remains a symbol of Italian excellence — extraordinary cars for extraordinary people.

"The road inspires us all."



BELLEZZA
MOVIMENTO
VITA

A CENTURY
IN MOTION



1926

Founded in Bologna by the Maserati brothers.



1937

The Orsi family takes control of the company.



1957

The 250F wins the Formula 1 World Championship.



2007

The GranTurismo helps define the modern era.



Today

Italian performance and luxury continue to evolve.

Barrie Drivers' Advice from the Pros.

SMART MAINTENANCE HABITS, COMMON MISTAKES TO AVOID, AND INSIGHTS FROM EXPERIENCED LOCAL TECHNICIANS.

Local technicians see it all — the small issues that turn into big repairs, the seasonal surprises, and the simple maintenance habits that keep vehicles running reliably. We spoke with experienced pros in Barrie to get their best advice for helping you drive safer, save money and get the most from your vehicle, no matter the season.

*Real People.
Real Advice.
A Stronger Barrie.*

"We see it all the time — a small leak, a strange noise, or a warning light that gets ignored until it becomes a major repair. If something feels different, get it checked early. It's almost always cheaper and safer to fix a small issue now than a big one later."

*Skilled People
Keep Barrie
Moving.*

LOCAL TECHS.
REAL EXPERIENCE.
REAL IMPACT.



"Don't ignore the small things."

MARCUS L.
Lienior Technician
12 years in Barrie

"Regular maintenance isn't just about avoiding repairs — it's about giving you confidence on the road. When your vehicle is in good shape, you worry less, drive safer, and can enjoy everything our community has to offer, from daily commutes to weekend getaways."



"Good communication leads to better care."

DAVE K.
Shop Foreman
20+ years in Barrie

"Don't be afraid to ask questions. A good technician will take the time to explain what they found, what's urgent and what can wait. The more you share about how you drive and what you've noticed, the better we can help you make the right decisions."



When to Service

- Follow your vehicle's recommended service schedule (often every 6–12 months or 8,000–16,000 km).
- Get an oil change regularly — it keeps your engine clean and strong.
- Have brakes, tires, battery, belts and fluids inspected at least once a year, or before a long trip.
- If you drive in harsh conditions or do a lot of short trips, consider more frequent inspections.



Warning Signs Not to Ignore

- Check engine light or other warning lights.
- Strange noises (grinding, squealing, knocking) or unusual vibrations.
- Changes in how the vehicle drives, steers or brakes.
- Fluid leaks or spots under your vehicle.
- Difficulty starting or an electrical issue.
- Reduced fuel economy.

When in doubt, get it checked.



Seasonal Prep for Barrie Roads

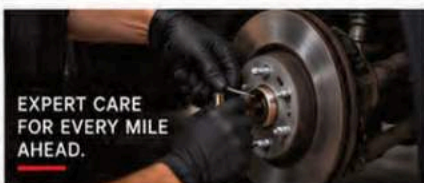
- **Fall:** Get a maintenance check, inspect your tires and battery, and prepare for colder weather.
- **Winter:** Use winter tires, keep fluids topped up, and make sure your heater, defroster and wipers are working properly.
- **Spring:** Check for wear after winter, including brakes, tires and suspension.
- **Summer:** Keep an eye on tires, fluids and your cooling system, especially for road trips.



How to Talk to Your Mechanic

- Be clear about what you've noticed (e.g., noises, warning lights or changes in performance).
- Share how you use your vehicle (daily commuting, towing, long trips, etc.).
- Ask what's urgent and what can wait.
- Request an explanation in plain language.
- Don't hesitate to ask for options and estimates.

*Good Questions
Lead to a Safer Tomorrow.*



EXPERT CARE
FOR EVERY MILE
AHEAD.



*"Well-maintained
vehicles help keep our
community moving."*

— BARRIE TECHS



PEOPLE
WHO CARE
KEEP YOU
ON THE ROAD.

The Road Ahead.

A THANK-YOU TO OUR READERS
AND A LOOK TOWARD THE NEXT EDITION.

As we close this edition of **Canada Auto Guide** – Barrie, we want to extend our sincere thanks to everyone who makes this community move.

To our readers — thank you for inviting us along for the ride. Your trust, curiosity and passion for vehicles and for this community inspire everything we do. Whether you're a daily commuter, a weekend adventurer or a new driver, you're the reason we tell these stories.

To our advertisers — thank you for your continued support. Local businesses keep Barrie on the move, and your commitment helps us deliver useful, independent and relevant content to thousands of drivers across the region.

To the skilled technicians and service professionals — thank you for the work you do behind the scenes. Your expertise, honesty and dedication keep our families safe, our vehicles reliable and our community strong.

And to the Barrie community — thank you for being a place that values progress, supports local and looks out for one another. From city streets to cottage roads, from new drivers to lifelong car enthusiasts, you make Barrie a special place to live, drive and call home.

As the seasons change and new roads unfold, we remain committed to bringing you trusted advice, local stories and practical information to help you drive with confidence — not just today, but for whatever comes next.

Thank You, Barrie.

REAL DRIVERS. BRIGHTER TOMORROWS.

*Same Roads.
Stronger
Communities.
Brighter
Tomorrows.*

BARRIE
DRIVES
A BRIGHTER
TOMORROW

Coming Next Issue.

MORE LOCAL STORIES. MORE HELPFUL ADVICE.
A STRONGER BARRIE.

In our next edition, we'll be bringing you:



Winter Driving Guide

Essential tips, local insights and expert advice to help you stay safe on Barrie's winter roads.



The Latest Vehicle Trends

A look at what's new for 2027, including EVs, hybrids and the tech that's changing how we drive.



Local Shop Spotlight

Another feature on the great people and businesses keeping our community moving.



Community in Focus

Stories about the people, events and initiatives that make Barrie stronger.

FROM THE PUBLISHER

Thank you for being part of the Canada Auto Guide community. We're proud to shine a light on local voices, reliable information and the people who keep Barrie moving forward. We look forward to seeing you in the next edition.

*Local Knowledge.
Real Drivers. Always.*

*More to Explore.
Together.*

*Stronger
Communities
Ahead.*

GOOD ROADS
LEAD TO MORE
THAN DESTINATIONS.

SELF-SERVE, DIGITAL PAY, AND THE ROAD AHEAD

How gas stations evolved from attendants and repair bays to convenience stops and modern energy hubs.

SAME ROADS ★ BRIGHTER TOMORROWS

A NATION ON THE MOVE

After the Second World War, road travel expanded rapidly. More Canadians owned cars, families took longer trips, and new highways connected our communities. Service stations multiplied to meet the demand, offering fuel, basic repairs and a friendly stop along the way. The gas station became a familiar part of everyday life — a place to fill up, get advice, and keep moving.

A BOLD NEW IDEA

In 1947, Frank Urich launched one of the first modern self-service stations in Los Angeles. His idea was simple but groundbreaking: let drivers pump their own fuel, faster and at a lower price. What first seemed unusual soon proved popular, and self-serve stations began to spread across North America, changing the way people refuel forever.

SELF-SERVE COMES TO CANADA

In 1970, Imperial introduced Canada's first retail self-serve stations in Montreal and Toronto. The move gave drivers more control, shorter wait times and lower prices, and it marked a turning point for the industry. Self-serve quickly gained momentum across the country, becoming the new standard at service stations.

MORE THAN JUST FUEL

Over time, many stations shifted from full repair bays to convenience retail, car wash services and quick stops for travellers. Today's forecourts offer much more than fuel — coffee, snacks, touchless car washes, loyalty rewards and digital payment options. As Canadians embrace electric vehicles and new forms of mobility, service stations are evolving again, adding EV charging, alternative fuels and new services for a cleaner, smarter tomorrow.



1947

Frank Urich opens one of the first modern self-service stations in Los Angeles.

1970

Imperial introduces Canada's first retail self-serve stations in Montreal and Toronto.



Today

Digital payments, loyalty apps, EV charging and new energy services keep Canadians moving into the future.



Same People
New Possibilities



DIFFERENT CARS ★ SAME SPIRIT



More Than a Pump

Gas stations have always been about people — keeping Canadians moving to work, to family, to new adventures. From full service to self-serve, from buckets to digital pumps, they've reflected our changing times while staying true to a simple purpose: getting us where we need to go.

SAME ROADS. A BRIGHTER TOMORROW.

SOURCES: Smithsonian Institution. Imperial/Esso history. Vancouver Heritage Foundation. Historic Pittsburgh. National Park Service.

PEOPLE ★ CARS ★ COMMUNITIES ★ A STRONGER CANADA

CANADA'S COMPACT SUV SHOWDOWN

Toyota RAV4 vs Honda CR-V vs Hyundai TUCSON — three of Canada's highest-volume compact SUVs, compared using Canadian-market 2026 specifications and official 2025 sales data.

CANADIAN ROADS.
REAL LIFE.
REAL CHOICES.

BUILT
FOR A
BIGGER
CANADA



TOYOTA RAV4

TRUST GOES FURTHER

HONDA CR-V

VERSATILITY LIVES HERE

HYUNDAI TUCSON

MORE TO EXPLORE

2025 CANADIAN COMPACT-SUV SALES



THREE
LEADERS.
A STRONGER
CANADA.

Source: CADA Year in Review 2025. Segment share: RAV4 13.7%, CR-V 10.1%, TUCSON 7.6%.

TOYOTA RAV4

75,573 sold in 2025



236 hp

System output



5.5 L/100 km

Combined (LE AWD)



1,070 L

Cargo, row 2 up

2026 Canada: fully electrified lineup: Hybrid and Plug-in Hybrid. Every Canadian-market 2026 RAV4 has AWD. Hybrid system output: 236 hp. LE AWD combined consumption: 5.5 L/100 km. Cargo behind row two: 1,070 L.

HONDA CR-V

55,987 sold in 2025



204 hp

System output



6.4 L/100 km

Combined



1,028 L

Cargo, row 2 up

2026 Canada: gas and hybrid choices. Hybrid system: 2.0-L Atkinson-cycle four-cylinder plus two motors, 204 hp and 247 lb-ft. Hybrid AWD combined consumption: as low as 6.4 L/100 km. Hybrid cargo: 1,028 L seats up.

HYUNDAI TUCSON

41,840 sold in 2025



231 hp

System output



6.7 L/100 km

Combined



Model dependent

Cargo, row 2 up

2026 Canada: gas, Hybrid and Plug-in Hybrid choices. TUCSON Hybrid uses a 1.6-L turbo hybrid system with 231 hp, a 6-speed automatic and HTRAC AWD. Combined Hybrid fuel consumption: 6.7 L/100 km.



WHAT WE ARE COMPARING

Canadian-market 2026 specifications, official published fuel-consumption figures and 2025 Canadian sales. Hybrid specs are used where all three can be compared directly.



WHAT WE ARE NOT CLAIMING

No instrumented road-test result, no long-term reliability ranking, no resale-value claim and no "best in winter" label without a directly comparable evidence set.

UNDER THE SKIN

The useful differences are not just badges or screen sizes. Powertrain architecture, AWD strategy, suspension, cargo packaging and towing limits shape how each SUV fits Canadian life.

BUILT
FOR A
BIGGER
CANADA

TOYOTA RAV4

EFFICIENCY
+ TOWING
RANGE

HONDA CR-V

TWO
POWERTRAIN
PATHS

HYUNDAI TUCSON

CONVENTIONAL-
SHIFT HYBRID
FEEL



SPECIFICATION	RAV4 Hybrid	CR-V Hybrid	TUCSON Hybrid
System output	236 hp	204 hp	231 hp
Transmission	eCVT	E-CVT	6-speed automatic
AWD	Standard on all 2026 Canadian RAV4s	Real Time AWD on hybrid trims	HTRAC AWD
Combined fuel use	5.5 L/100 km (LE AWD)	6.4 L/100 km (Sport Hybrid / EX-L / Touring AWD)	6.7 L/100 km
Cargo, row 2 up	1,070 L	1,028 L	Not ranked here: a directly comparable 2026 cargo figure was not used in our source set
Ground clearance	206 mm (216 mm Woodland)	208 mm hybrid	Model/trim dependent; not ranked here



POWERTRAIN

Hybrid systems tuned for Canadian driving.



EFFICIENCY

Lower fuel use helps you go further.



CARGO SPACE

Room for real life — people and gear.



AWD CONFIDENCE

Traction for Canadian conditions.



EVERYDAY PRACTICALITY

Space, comfort and versatility.

RAV4: efficiency + towing range



236 hp
SYSTEM OUTPUT

5.5
L/100 km
COMBINED FUEL USE
(LE AWD)

1,070 L
CARGO
(ROW 2 UP)

CR-V: two powertrain paths



204 hp
SYSTEM OUTPUT

6.4
L/100 km
COMBINED FUEL USE
(SPORT / EX-L /
TOURING AWD)

1,028 L
CARGO
(ROW 2 UP)

TUCSON: conventional-shift hybrid feel



231 hp
SYSTEM OUTPUT

6.7
L/100 km
COMBINED FUEL USE

—
CARGO
NOT RANKED

Toyota's sixth-generation RAV4 is hybrid-only in its standard lineup for Canada, with plug-in variants above it. Toyota lists 236 net system hp and AWD across every 2026 Canadian RAV4. The LE is rated at 5.5 L/100 km combined. Towing varies sharply by trim: 1,750 lb for LE and up to 3,500 lb for XLE, Woodland, XSE and Limited.

Honda keeps both gas and hybrid versions. The hybrid combines a 2.0-L four-cylinder with two electric motors for 204 hp and 247 lb-ft. Hybrid cargo is 1,028 L with the rear seats up and 2,030 L folded. Hybrid AWD fuel consumption is as low as 6.4 L/100 km.

Hyundai's hybrid route is mechanically distinct: the 1.6-L turbo hybrid is rated at 231 hp and uses a 6-speed automatic rather than an eCVT-style transmission. Hyundai publishes 6.7 L/100 km combined for the 2026 TUCSON Hybrid and identifies HTRAC AWD. The hybrid and plug-in hybrid are rated to tow up to 2,000 lb.

Methodology note: We compare manufacturer-published Canadian specifications and official fuel-consumption figures. We did not conduct an instrumented road test, so this article does not claim measured acceleration, braking distance, winter traction, cabin noise or long-term reliability.

THE CANADIAN VERDICT

Without the hype: no invented “winner.” Match the verified strengths to your priorities. The points below are editorial interpretations of published specifications — not manufacturer claims and not a substitute for a test drive.

Different Roads. Same Great Direction.



TOYOTA RAV4

HONDA CR-V

HYUNDAI TUCSON



**LOWEST PUBLISHED
HYBRID COMBINED FUEL FIGURE**

RAV4 LE AWD — 5.5 L/100 km

CR-V Hybrid AWD: 6.4 L/100 km;
TUCSON Hybrid: 6.7 L/100 km.
Lower is better. Real-world consumption varies with temperature, tires, speed, terrain and driving style.



**HIGHEST PUBLISHED
HYBRID SYSTEM OUTPUT**

RAV4 — 236 hp

TUCSON Hybrid: 231 hp;
CR-V Hybrid: 204 hp.
Horsepower alone does not determine acceleration, towing or winter performance.



**WANT A GAS-ONLY
OPTION?**

CR-V or TUCSON

The 2026 Canadian RAV4 lineup is electrified-only (Hybrid and Plug-in Hybrid). Honda and Hyundai continue to offer gasoline versions alongside hybrids.



**HIGHEST PUBLISHED
TOW RATING (HYBRID)**

**Certain RAV4 Hybrid
trims — up to 3,500 lb**

Important: RAV4 LE is rated at 1,750 lb. TUCSON Hybrid is rated up to 2,000 lb. Always verify the exact trim, hitch equipment, payload and owner's-manual limits before towing.

MATCH IT TO YOUR DRIVE

Three great choices.
The right one depends
on how — and where —
you drive.



FAMILIES

Space, safety and
all-weather confidence.

RAV4

Spacious, efficient
and versatile



CITY COMMUTERS

Efficiency for everyday
Canadian driving.

RAV4

Lowest published
hybrid fuel figure



VALUE SEEKERS

Proven quality and
broad availability.

CR-V

Gas or hybrid options
in the lineup



ROAD TRIP FANS

Longer hauls, bigger plans.

RAV4

Highest hybrid
tow rating (up to 3,500 lb)



THE BOTTOM LINE

The RAV4 leads the verified 2025 sales table and posts the lowest published hybrid combined fuel figure in this three-way set. The CR-V offers buyers a clear gas-or-hybrid choice with a roomy, well-documented hybrid cargo area. The TUCSON Hybrid stands apart with 231 hp and a conventional 6-speed automatic. None of those facts makes one SUV “best” for every driver — the right answer depends on your priorities, trim and budget.

*Built for
Canadian Life*



SOURCES & FACT-CHECKING

CADA, Year in Review 2025 (compact sport utility sales); Toyota Canada, 2026 RAV4 Hybrid Product Summary and Jan. 5, 2026 launch release; Honda Canada, 2026 CR-V Specifications; Hyundai Canada, 2026 TUCSON Product Card / 2026 TUCSON model information; Natural Resources Canada, 2025 Fuel Consumption Guide.

Editorial standard: no reliability, resale-value, winter-traction or safety-superiority winner is declared without a directly comparable evidence set. Published fuel figures are for comparison.



FULL VEHICLE CONTEXT WITH THE TESTING ACTION CLEARLY SHOWN.

BATTERY & ELECTRICAL

START STRONG WITH A REAL TEST.

A STARTING PROBLEM NEEDS MORE THAN A GUESS

Battery replacement should follow evidence, not guesswork. This concept connects starting symptoms with battery condition, alternator output and a clear recommendation the customer can understand.

- BATTERY LOAD TEST
- CHARGING-SYSTEM TEST
- STARTER-CIRCUIT CHECK

SAMPLE CONCEPT - FINAL CLAIMS, PRICING AND AVAILABILITY REQUIRE ADVERTISER APPROVAL

SAMPLE OFFER: BATTERY + CHARGING TEST \$39*

CALL / VISIT / BOOK - DEMO DETAILS

705-555-0105

volt-north.example

115 Mockup Avenue, Alliston, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



FROM BUCKETS TO DIGITAL PUMPS

How the Gas Station Changed the Way We Drive

FUELLED BY PEOPLE ★ POWERED BY PROGRESS



In the earliest days of motoring, drivers didn't pull into sleek stations with bright canopies — they bought gasoline from general stores, hardware shops, pharmacies, stables and garages. Fuel was often kept in barrels or metal cans and poured into cars with buckets, jugs or funnels. It worked, but it was messy, inconvenient and, at times, dangerous. Gasoline was highly flammable, and spills were a real risk when it changed hands far from any safety standards.



A common sight in the early years — gasoline poured from a can into a car's tank with a simple funnel. It got the job done, but it was messy and risky.

*Different Tools
Same Spirit*
CANADA DRIVES ON

In the early oil era, kerosene was the star. It lit homes, powered lamps and kept industry moving, while gasoline had little value and was often considered a byproduct. The rise of the internal-combustion automobile changed everything. As more people got behind the wheel, demand for a reliable, convenient way to buy fuel quickly grew — and with it, a new kind of business was born.

“The gas station was born when motorists no longer wanted to pour fuel by hand.”

A major step came in 1905, when a petroleum storage facility in St. Louis offered an early direct-refuelling setup. It used a tank, a hose and a visible measuring device, allowing drivers to buy fuel more easily and in a controlled way. It was a simple idea, but a groundbreaking one.

Two years later, in June 1907, Imperial Oil opened a pioneering Canadian service station at Cambie and Smithe in Vancouver. The setup was straightforward — a tank, a glass gauge and a hose — but it marked a turning point for motorists in Canada. No more buckets on the side of the road.

By 1911, metered pumps began to emerge, making refuelling faster, cleaner and more accurate. From there, the service station evolved into a fixture of everyday life — a place to fuel up, check the oil, top the tires and, over time, pick up a drink, a map and a friendly bit of advice.

Today's digital pumps and tap-to-pay systems are a world away from the early days, but the idea remains the same: get people on the road. The gas station has always been more than a place to buy fuel — it's a reflection of how far we've come, and how the freedom to drive continues to shape our lives across Canada.



A SHORT HISTORY AT THE PUMP

1905

St. Louis: early direct refuelling facility.



1907

Vancouver: Canada's first service station.



1911

metered pumps emerge.



SAME ROADS
A BRIGHTER TOMORROW



Gulf Refining's purpose-designed drive-in station, Pittsburgh, 1913 — built for the automobile age.

WHEN FUELING BECAME A DESTINATION

From the drive-in station to the full-service era.

PEOPLE FUELED THE JOURNEY ★ STATIONS BUILT THE CONNECTIONS

In 1913, Gulf Refining opened a purpose-designed drive-in filling station in Pittsburgh, a landmark that helped shape the modern gas station. Until then, fuel was often sold in cans at general stores or delivered from barrels. The new drive-in station gave motorists a place designed specifically for their cars — with pumps, space to pull in, and service built around the needs of drivers.

In the years that followed, stations began moving off the street and creating more room for automobiles. Wider lots, better access and clear signage made fueling easier and safer, and the station started to feel like a stop along the journey, not just a quick transaction.

Metered pumps and underground tanks soon made fueling cleaner, safer and far more accurate. No longer depended on gravity feed from tanks above ground, these improvements reduced spills, kept fuel out of the elements, and gave drivers confidence they were getting what they paid for.

Throughout the 1920s and 1930s, gas stations began to develop strong brands and recognizable architecture. Bright signs, distinctive canopies and streamlined buildings turned stations into landmarks. Whether in a busy city or a small town, the familiar look of a station gave travellers a sense of place and reliability.

“The station was no longer just a pump — it became part of the journey.”

By the 1920s and 1930s, many stations had also become full-service. Attendants would fill the tank, clean the windshield, check the oil and tires, and often handle minor repairs like tightening a belt or fixing a flat. For many Canadians, a stop at the gas station was a chance to get advice, hear local news and enjoy a friendly conversation before getting back on the road.

These full-service stations were more than places to buy fuel — they were community hubs. They offered snacks, maps, and sometimes even a comfortable place to rest. For road trippers, they marked the rhythm of the journey, where people and places came together.

From the first drive-in stations to the golden age of full service, gas stations evolved into destinations themselves — a symbol of freedom, exploration and the open road.

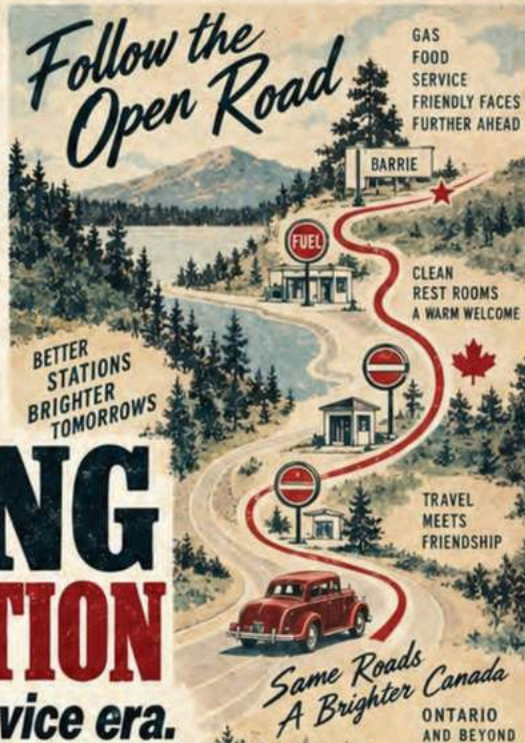


A clean windshield, a full tank and a friendly smile — that was full service.



DID YOU KNOW?

By 1935, there were more than 200,000 gas stations in the U.S.



A ROAD OF PROGRESS

KEY MOMENTS IN STATION HISTORY

1913

Gulf Refining opens a purpose-designed drive-in filling station in Pittsburgh, setting a new standard for automobile service.

1920s-30s

Gas stations develop strong branding and recognizable architecture, and many become full-service, offering fuel, maintenance and a friendly stop for travellers.

1935

More than 200,000 gas stations operate in the United States — a remarkable sign of how deeply the automobile has become part of everyday life.



SAME ROADS ★ STRONGER PEOPLE ★ BRIGHTER TOMORROWS ★ A PROUDER CANADA

FUEL ECONOMY / FIELD GUIDE

WHERE DID YOUR FUEL ECONOMY GO?

A higher L/100 km number is a symptom. The pattern behind it is the diagnosis.

AI-GENERATED EDITORIAL IMAGE | SEE ASSET REGISTER

THE NUMBER IS A SYMPTOM

Fuel consumption is the result of the whole vehicle, the driver and the trip. A change on the display does not point directly to spark plugs, injectors or a sensor. It may simply reflect more short journeys, denser traffic, remote starting, winter weather, roof gear or a heavier right foot. The useful question is not just, "Why is the number higher?" It is, "What changed before the number moved?"

Begin by separating a real trend from dashboard noise. Idle time can make a short trip look terrible because fuel is burned while the odometer barely moves. Towing, a new commute or a week of stop-and-go traffic can do the same. Compare several tanks used in similar conditions before declaring that the car has developed a fault.

START WITH EVIDENCE

Record litres added and kilometres travelled at three or more consecutive fill-ups. Use the same filling method, preferably stopping at the first automatic click, and note anything unusual: severe cold, long idling, highway speed, cargo, roof racks or trailer use. That small log creates a baseline that a technician can actually use.

READ THE SHAPE OF THE CHANGE

Look at the shape of the change. A sudden jump after a tire-pressure warning, a check-engine light, rough running or brake work deserves prompt attention. A slow rise may follow changing traffic, alignment drift, tire wear or maintenance coming due. A winter increase can be normal, but normal seasonality should still be compared with the same season - not with an easy July road trip.

SPEED HAS A REAL COST

Aerodynamic drag rises quickly as speed increases. Natural Resources Canada gives a useful example: driving at 120 km/h instead of 100 km/h can use about 20 percent more fuel. Your exact result will vary with the vehicle, wind, grade and traffic, but the principle is dependable. If consumption rose after the route became faster, test a calmer, safe and legal pace before buying parts.

WHEN NOT TO WAIT

Do not stretch the experiment when the car also has a flashing warning light, raw-fuel smell, strong vibration, overheating, weak braking or a wheel that seems unusually hot. Move to a safe place, follow the owner's manual and arrange qualified inspection. Fuel economy is useful evidence; safety is the priority.

Sources: Natural Resources Canada; U.S. DOE/EPA FuelEconomy.gov. Accessed Sep. 11, 2026.

THE FULL-TANK METHOD

MEASURE IT LIKE A TECHNICIAN

One tank can mislead you. A repeatable baseline turns a hunch into information - and helps prevent an expensive parts-cannon diagnosis.

REAL-WORLD CONSUMPTION

$$\text{LITRES} / \text{KILOMETRES} \times 100 = \text{L/100 KM}$$

$$43.2 \text{ L} / 512 \text{ km} \times 100 = 8.4 \text{ L/100 km}$$

BUILD A BASELINE YOU CAN TRUST

At a normal fill-up, stop at the first automatic click and reset the trip meter. At the next fill, use the same method and record the litres needed to refill the tank plus the kilometres on the trip meter. Divide litres by kilometres and multiply by 100. The answer is litres per 100 kilometres; a lower number means less fuel used for the same distance.

Do not keep topping off after the pump stops. Apart from being poor practice, different nozzle shut-off points add measurement noise. A single tank can also be distorted by a different station slope, a partial fill or a missed trip reset. Average at least three comparable tanks and keep receipts until the arithmetic has been checked.

READ THE PATTERN, NOT THE DRAMA

A sudden change asks a different question from a gradual one. Sudden losses can follow low pressure, a new warning light, rough running, a dragging brake, a route change or new cargo. A gradual drift can track tire wear, alignment, heavier traffic or driving habits that have crept in. Seasonal results belong in their own category because temperature, road surface and climate-control use all move the baseline.

Write conditions beside each result. "Mostly Highway" is less useful than "Barrie to Orillia, dry road, two people, no roof rack, 100-105 km/h." Useful notes make the next comparison honest and give a repair shop context that a dashboard average cannot provide.

THE DRIVER IS PART OF THE SYSTEM

Hard acceleration and braking convert paid-for fuel into heat. Holding extra speed increases aerodynamic demand, while repeatedly closing a gap only to brake at the next light adds work without adding useful distance. Leave space, look well ahead and build speed smoothly when traffic permits. The objective is not to drive unnaturally slowly; it is to remove acceleration that will immediately be thrown away.

SHORT TRIPS, IDLING AND CLIMATE

Cold engines and drivetrains need more energy before reaching efficient operating temperature. U.S. DOE/EPA guidance notes that several short cold-start trips can use about twice the fuel of one multipurpose trip covering the same distance. Combining errands can therefore help without changing the car at all.

Idling still consumes fuel: Natural Resources Canada estimates roughly 300 mL in 10 minutes for an average three-litre engine. In very hot weather, air conditioning can also impose a substantial penalty, especially on short trips; at highway speed, open windows add aerodynamic drag. Use climate control for comfort and safe visibility, then avoid settings or warm-up idling that serve no purpose.

CHANGE ONE VARIABLE

Correct tire pressure, remove an unused rack or adjust a driving habit - then keep measuring. If several changes are made at once, the result cannot tell you what worked. A simple controlled comparison is more valuable than a cupboard of additives.

TURN THE TREND INTO A COST

Convert the difference into litres before deciding how urgent it is. Subtract the old L/100 km average from the new one, multiply by annual kilometres and divide by 100. A move from 8.4 to 9.2 L/100 km over 20,000 km equals 160 extra litres a year. Multiply those litres by the price you actually pay to estimate the annual cost.

Use the same arithmetic to judge a repair claim. If a proposed service costs more than years of plausible fuel savings, it still may be needed for reliability or emissions - but it should not be sold as a quick fuel-economy payback. Measurement keeps the conversation honest.



AI-GENERATED EDITORIAL IMAGE | SEE ASSET REGISTER

TIRES / WHEELS / DRAG

THE RESISTANCE YOU CAN'T SEE

Pressure is a specification.
Width is a system choice.
Heat and uneven wear are evidence.

PRESSURE IS A SPECIFICATION

Check pressure when the tires are cold and use the value on the driver's-door placard or in the owner's manual. The number moulded into the sidewall is not the routine inflation target; it is a tire marking. Pressure changes with temperature, so a cold snap can expose a tire that was already marginal. Natural Resources Canada says tires that are 56 kPa, or 8 psi, low can increase fuel use by up to four percent.

Do not wait for the warning lamp to manage routine pressure. Many systems are intended to flag a meaningful loss, not to certify that every tire is at the placard value. Check monthly, before a long trip and when carrying a load that requires a different manufacturer-specified setting. Inspect the spare too, if the vehicle has one.

WIDER IS NOT A SIMPLE EQUATION

A wider tire does not carry one universal fuel penalty. Rolling resistance depends on compound, construction, pressure, load, temperature and design; wheel mass and airflow matter as well. A larger wheel can also require a shorter sidewall and may make the complete package heavier. Compare tested tire data and total assembly weight instead of assuming that width alone predicts the result.

Stay within sizes, load ratings and speed ratings approved for the vehicle, and preserve an appropriate overall diameter. Changing diameter can affect clearance, speedometer and driver-assistance behaviour. Appearance is not a substitute for engineering compatibility.

ALIGNMENT, BRAKE DRAG AND BEARINGS

A vehicle that pulls, needs constant steering correction or wears one shoulder of a tire is asking for inspection. Misalignment can scrub rubber across the road rather than letting it roll cleanly. The cause may be adjustment, wear, impact damage or a tire problem, so an alignment reading is evidence - not the whole diagnosis.

A sticking brake or failing wheel bearing can add drag and become a safety issue. Clues include a burning smell, reduced coasting, noise, vibration or one wheel area that seems hotter than the others. Do not touch a suspected hot wheel or brake. Stop using the vehicle if safe operation is in doubt and arrange qualified service.

WINTER CHANGES THE BASELINE

Cold fluids, longer warm-up, denser air, lower tire pressure, winter fuel and snow or slush all raise energy demand. U.S. DOE/EPA estimates that gasoline-vehicle economy in ordinary city driving can be about 10 to 20 percent lower in cold weather, with a larger loss possible on very short trips. Compare winter with winter, combine errands when practical and clear snow that creates drag or blocks visibility. Never trade winter grip for a small consumption gain.

LOAD AND EXTERNAL CARGO

Weight matters most during repeated acceleration or climbing. Natural Resources Canada estimates that an extra 25 kg can raise fuel use by roughly one percent in a mid-size car, while roof or bicycle racks can add as much as 20 percent on the highway. These are examples, not universal conversions. Remove forgotten ballast and empty racks when practical, keep emergency gear you need, and secure every load within the vehicle and accessory manufacturers' limits.

THE ORDER THAT SAVES MONEY

PLACARD PRESSURE > CONDITION AND WEAR > SIZE AND LOAD FIT > ALIGNMENT / DRAG DIAGNOSIS

Sources: Natural Resources Canada; U.S. DOE/EPA; NHTSA tire guidance. Accessed Sep. 11, 2026.

NEW SECTION

THE REAL-WORLD TEST LAB

A useful comparison is not a contest for the biggest number. It is a disciplined way to discover which choice works better in the life a driver actually leads.

A fair test records enough of the real world to make the result understandable.



Illustrative image - no instrumented test depicted

Central Simcoe can put several seasons into one commute: a cold start, damp pavement, broken asphalt, high-speed Highway 400 traffic and a snow-covered side road. A choice that feels convincing in one moment may be compromised in the next.

ABOUT THIS SECTION: These pages synthesize Canadian guidance and ownership factors. They are not instrumented comparison tests unless the vehicles or products, protocol, conditions and measured results are explicitly identified.

Define the decision

Before comparing anything, identify the job: emergency grip, long-distance comfort, operating cost, winter mobility or easy ownership. Match the vehicle, load and route, then note factors that could change the outcome - temperature, pressure, traffic, surface, state of charge and driver input.

Decide in advance what would count as a meaningful difference. That keeps a small numerical change from becoming a large headline simply because it appeared after the drive.

Repeat, record, explain. A single run is an anecdote. A defensible road evaluation uses the same route and defined manoeuvres, repeats observations, reverses direction where appropriate and notes temperature, wind, precipitation and surface condition.

Instrumented figures should identify the equipment, procedure and sample size. Subjective findings - seat comfort, control logic, visibility or noise character - remain valuable, but they are labelled as observations rather than presented as measurements.

Evidence before adjectives

Specifications come from Canadian-market manuals and manufacturer documents. Regulations, recalls and safety campaigns come from the responsible Canadian authority. Independent research should be relevant to the exact claim; commercial evidence is identified and never treated as proof of universal superiority.

Our verdict is conditional: where an advantage appeared, what it cost, which compromises accompanied it and who would notice. If the evidence cannot support a conclusion, we say so; restraint is part of the test.

WINTER DECISIONS

AWD OR WINTER TIRES?

One helps the vehicle put power down. The other affects every attempt to accelerate, turn and stop. For most Central Simcoe drivers, the smartest answer is about sequence - not rivalry.

The first slippery launch from a stoplight makes all-wheel drive feel decisive. Torque reaches more than one axle, wheelspin is managed and the vehicle pulls away with less drama. On a steep driveway, an unplowed concession road or a lane with deep snow, that extra mobility can be genuinely useful.

But getting moving is only one part of winter driving. When the driver brakes or turns, the available grip still comes from four small contact patches. AWD cannot manufacture friction between rubber and pavement. Its benefit also varies by design: systems distribute torque differently, ground clearance differs, and stability-control calibration matters. The badge on the liftgate does not describe every winter behaviour.

Winter tires address the contact point itself. Transport Canada says all-season and summer compounds begin losing elasticity below 7°C, while winter tires retain flexibility at lower temperatures. Their tread patterns are also designed to work in severe snow conditions. The peaked-mountain-and-snowflake symbol confirms that a tire meets a defined snow-traction requirement; it should not be read as a complete score for ice braking, wet grip, noise or wear.

For drivers who must travel through a Central Simcoe winter, four matched winter tires are usually the first upgrade to prioritize. That applies to front-, rear- and all-wheel-drive vehicles. Transport Canada recommends winter tires at all wheel positions, with matching type, size, speed rating and load index, because mixing grip levels can make a vehicle less stable.



Illustrative editorial image

AWD changes how power reaches the road. Tires determine how much grip the road gives back.

THE COMPARISON PEOPLE REALLY MEAN

The common question is whether a front-wheel-drive car on winter tires is “better” than an AWD vehicle on all-seasons. There is no responsible universal winner: vehicles, tires, temperatures, snow depth and manoeuvres differ. The useful distinction is this: AWD may give the all-season-equipped vehicle an advantage when accelerating, while winter tires can provide the more relevant advantage whenever the vehicle must brake or change direction on a cold, slippery surface.

ABS and electronic stability control do not reverse that hierarchy. They can manage wheel slip and help the driver preserve control, but their commands still pass through the tires. Likewise, an AWD system that reacts brilliantly to acceleration has little opportunity to distinguish itself in a straight emergency stop, where the vehicle’s brakes already act at all four corners. The quality and condition of the contact patches remain central.

That is also why an AWD vehicle on winter tires remains the broadest-capability combination. The tires support braking and cornering; the driveline helps use available traction when moving away or climbing. Neither feature cancels physics, stopping distance or the need to slow down.

GO • TURN • STOP - TIRES CONNECT EVERY MOVE

A PRACTICAL CENTRAL SIMCOE DECISION GUIDE

If the budget allows only one winter decision, buy condition before complexity. A sound vehicle on four correctly sized winter tires, with adequate tread and correct cold inflation pressure, addresses more of the driving task than changing vehicles merely to gain AWD. A second wheel set may reduce seasonal mounting work, but it must still have the correct dimensions, load capacity and fitment.

Then consider how often AWD would solve a real problem. It earns its keep for rural properties, steep access roads, early departures before plows arrive and regular travel through deeper snow. For a mainly urban route on promptly cleared streets, its advantage may be used less often. Ground clearance may matter as much as the number of driven wheels once snow becomes deep enough to pack beneath the vehicle.

Price the full ownership effect as well. AWD can add purchase cost, mass, mechanical complexity and, on some vehicles, stricter tire-matching requirements. Those outcomes vary by model, so compare the Canadian specifications and service information for the actual candidates rather than assuming every system carries the same penalty.

“All-weather” tires bearing the peaked mountain with snowflake symbol can be a practical year-round option for some low-mileage or storage-limited drivers. They remain a compromise, and performance differs by model. Compare independent results for the exact category and size rather than assuming the symbol makes every all-weather tire equivalent to a dedicated winter tire in every condition.

FOUR CHECKS THAT MATTER

Use four, not two. Unequal front-to-rear grip can upset the balance engineers intended. Follow the vehicle and tire manufacturers’ fitment guidance.

Watch tread before the legal minimum becomes the argument. Transport Canada advises against using tires worn close to 4 mm on snow-covered roads. Measure at several points and inspect for damage or uneven wear.

Set pressure cold. Use the vehicle placard or owner’s manual, not the maximum pressure moulded on the sidewall. Pressure falls as ambient temperature drops, so recheck it through the season.

Ask your insurer. Ontario’s automobile-insurance rules require a rate discount for a private-passenger vehicle equipped with winter tires. Eligibility dates, documentation and the size of the discount depend on the insurer, so confirm the terms before purchase.

No driveline or tire turns ice into dry pavement. Leave more space, make one control input at a time, clear the entire vehicle and adjust speed before the corner. The best equipment widens a safety margin; the driver still decides how quickly that margin is spent.



WINTER REALITY

Match the tire, pressure and road conditions.

Illustrative editorial image

PRE-OWNED VEHICLES

THE NEXT CAR, CONSIDERED.

A calmer buying experience starts with the right vehicle format, useful condition information and a transparent next step. This sample shows how approved inventory can become a confident story.



FULL VEHICLE AND PEOPLE - NO ACCIDENTAL EDGE CROPS.

THE RIGHT VEHICLE STARTS WITH THE RIGHT QUESTIONS

A complete pre-owned story connects intended use, condition information, ownership costs and a well-organized drive. This sample leaves room for real inventory, verified history and approved pricing when an advertiser signs off.

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SAMPLE OFFER: RESERVE A PERSONAL SHOPPING APPOINTMENT

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TIRE VALUE

BUDGET VS PREMIUM TIRES

Price can reflect engineering, materials, refinement and support - but it is not a braking-distance certificate. Buy the performance you need, then judge what it costs over its useful life.

The words “budget” and “premium” are market positions, not regulated performance classes. A tire carrying Canada’s national safety mark represents the manufacturer’s certification that it meets applicable federal requirements. Those requirements cover important fundamentals, but compliance is not a head-to-head ranking of wet braking, hydroplaning resistance, winter grip, cabin noise or steering feel.

That distinction explains why shopping by price alone fails in both directions. A lower-priced tire is not automatically unsafe, and a famous badge does not guarantee that one model will lead every test. Premium pricing may fund more compound development, construction tuning, quality control, acoustic refinement, warranty support or a broader dealer network. What matters is whether those benefits appear in credible, comparable results - and whether they solve a problem the buyer actually has.

COMPARE LIKE WITH LIKE

Begin at the driver-door placard and owner’s manual. Match the specified size and construction, and never reduce the required load index. Confirm the appropriate speed rating, extra-load specification, run-flat requirement and any front-to-rear size difference. The maximum pressure on a tire sidewall is not the vehicle’s everyday inflation target.



Illustrative editorial image

Next, define the season. A summer performance tire, touring all-season, all-weather tire and dedicated winter tire solve different problems. Comparing their headline scores as though they belong to one class produces a false bargain. For a three-season tire in Central Simcoe, wet stopping and resistance to standing water may deserve more weight than ultimate dry steering response. For a winter tire, ice, packed snow, slush and cold-wet behaviour all matter; a single snow-acceleration figure does not describe them.

Independent or third-party-verified tests are most useful when the products share a size, category, vehicle, surface and protocol. Do not splice one brand’s wet score from one program to another brand’s number from a different year. Tire construction can also vary by size, so treat a test in a different fitment as guidance, not a duplicate of what will be installed.

Look for balance, not a perfect score. Softer compounds and more aggressive tread can improve one condition while changing wear, rolling resistance, noise or steering response. Engineers manage competing priorities, and buyers should do the same. Rank the three qualities that matter most, then reject any candidate with a weak result in a safety-critical category - even if its overall average looks attractive.

The value choice is the least expensive tire that performs credibly in your hardest routine condition - not simply the lowest price on the rack.

FIT • EVIDENCE • INSTALLED COST • LOCAL SUPPORT

A PRACTICAL CENTRAL SIMCOE DECISION GUIDE

Ask for an installed, before-tax quotation that names the manufacturer, exact product line, full size, load and speed rating, quantity, installation, balancing, valve or service-kit charges, environmental fees and any required alignment work. A rebate that arrives later is not the same as a lower invoice today. Read treadwear and road-hazard coverage for exclusions, rotation records, pro-rating and where a replacement can be obtained.

A simple ownership check is more useful than comparing four sticker prices:

Expected tire cost per 10,000 km = total installed cost ÷ expected service distance × 10,000.

Service distance is an estimate, not a promise. Use a conservative figure based on the written warranty, independent wear testing, annual distance, alignment history, seasonal changeovers and whether the tires may age before wearing out. The last four digits of the Tire Identification Number show the week and year of manufacture; the code alone does not establish serviceability. Condition, storage, use and manufacturer guidance still matter.

WHEN EACH TIER MAKES SENSE

A well-tested value tire can be a rational choice for modest annual distance, moderate speeds and a driver willing to accept more noise or shorter wear - provided it matches the vehicle specification, performs competently in the conditions that matter and has dependable local support.

Ask the retailer to put any substitution in writing. Two tires with similar names may be different generations, constructions or retailer-specific variants. Record the full sidewall description and product code on the quotation, then confirm that the delivered set matches it before installation. If no relevant comparative data exist, uncertainty belongs in the decision; a low price does not erase an evidence gap.

Paying more can make sense when the vehicle accumulates heavy highway kilometres, regularly carries high loads, has substantial power or mass, or when quietness and ride quality have real daily value. The strongest reason to move up is a documented performance margin in a priority area, especially wet or winter control - not prestige by itself.

Before paying, search Transport Canada's recall database using the brand and model, inspect the tires on delivery and keep the invoice. Register the tires if the manufacturer provides a process. Availability matters too: an uncommon bargain is less attractive if one damaged tire cannot be matched later on an AWD vehicle whose manufacturer limits tread-depth differences.

The final choice should be unglamorous and specific: correct fitment, balanced test performance, transparent installed cost and service you can reach. That is what turns a price into value.



Fit, installation and support belong together.
VALUE IS THE WHOLE QUOTE

FUEL DECISION

87 OR 91 OCTANE?

Premium fuel is valuable when an engine is designed to use it. Otherwise, a larger number on the pump is not automatically an upgrade.



Octane measures gasoline’s resistance to engine knock - uncontrolled combustion that can occur under pressure. Canada’s 2026 automotive-gasoline standard defines the pump’s anti-knock index as the average of Research Octane Number and Motor Octane Number, written $(RON + MON) \div 2$. It classifies regular, mid-grade, premium and super-premium as different octane grades.

What octane does not provide is a universal measure of energy, cleanliness or overall fuel quality. An honest decision therefore begins in one place: the fuel section of the owner’s manual for the exact model, engine and model year.

REQUIRED IS NOT RECOMMENDED

If the manual says premium fuel is required, use at least the stated octane. Filling with a lower grade to save a few dollars contradicts the operating requirement and may bring knock or reduced performance and, depending on the engine and instructions, risk damage.

If premium is recommended, read the complete sentence. Some engines permit regular but reserve their advertised peak performance for higher octane, or recommend it under heavy load. Use regular only where the manufacturer expressly allows it, and accept the stated trade-off.

If the manual calls for 87 octane or higher without promising a benefit from more, do not assume 91 will add power, economy or longevity. The engine may simply have no calibration that can turn the extra anti-knock margin into useful work.

Octane and ethanol content are separate specifications. Check both the pump label and the owner's manual for your exact vehicle.

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DEMO MAP

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— BUYING SMART

NEW ECONOMY OR USED LUXURY?

At the same purchase price, one choice buys freshness and predictability; the other buys materials, refinement and features after someone else has absorbed part of the depreciation. The invoice is only the opening scene.

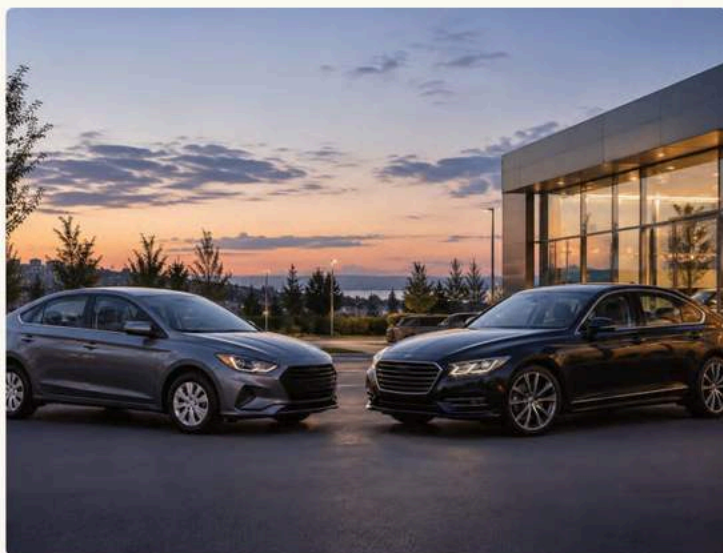
A new economy car and a used luxury vehicle can meet in the classifieds at the same number while carrying very different risks. The new car typically brings fewer unknowns about prior use and a new-vehicle warranty whose start date and terms should be confirmed. The used luxury car may deliver a quieter cabin, stronger performance, richer seats and equipment that would be unaffordable new.

Neither is automatically the clever choice. The useful comparison is the next three to five years, built around the same down payment, ownership period and annual kilometres.

Start with the transaction total - not the monthly payment. Include price, tax, fees, borrowing cost and the value of any trade. The Financial Consumer Agency of Canada warns that longer loans lower the payment while raising total interest and extending exposure to negative equity. A cheaper monthly figure can therefore disguise the more expensive deal.

Then estimate depreciation without pretending it is certain. A new car usually takes the steeper early-life decline; the older luxury vehicle has already passed through some of it. Yet desirability, kilometres, condition, accident history and the arrival of costly repairs can change resale value. Obtain current, vehicle-specific trade and retail estimates rather than applying a generic percentage as a forecast.

Buy the car whose ordinary bad year fits your budget - not the one whose perfect month fits your payment.



Illustrative editorial image

BUILD TWO REAL BUDGETS

Price insurance quotes using the actual VIN or exact trim before signing. Premiums reflect far more than vehicle price. Also compare the specified fuel, official Canadian fuel-consumption rating, tire size and seasonal-tire cost. Large staggered wheels, low-profile tires or a premium-fuel requirement can make an inexpensive used purchase costly to operate.

For maintenance, separate scheduled work from repair risk. Obtain the schedule for each vehicle and price the next major services locally. On the used luxury candidate, identify expensive fitted systems - air suspension, adaptive dampers, complex lighting, powered comfort hardware, advanced driver-assistance sensors or large brakes - and ask an independent specialist what inspection and replacement involve. This is not proof those parts will fail. It is a way to budget for the consequences if they do.

A new-car warranty reduces uncertainty, but coverage, time, distance, exclusions and maintenance obligations vary. Read the Canadian warranty booklet; do not rely on a salesperson's summary. A used vehicle may retain factory coverage or carry a service contract, but both must be verified in writing by VIN, in-service date and terms.

Finally, give each budget a reserve. The new car still needs deductibles, wear items and scheduled service; the used car needs room for an unscheduled repair. Money that exists only as unused credit is not the same as a repair fund.

PRICE THE NEXT FIVE YEARS - NOT ONLY TODAY

A PRACTICAL CENTRAL SIMCOE DECISION GUIDE

For any used luxury vehicle, make the purchase conditional on an independent pre-purchase inspection by a technician familiar with that model. A scan for stored faults, cold start, road test, hoist inspection, tire measurement, brake assessment and check of every powered feature can reveal needs that a polished body does not. Review service invoices and confirm that the VIN on the car matches every document.

In an Ontario private sale, the seller is generally required to provide a Used Vehicle Information Package. It includes Ontario registration history, odometer entries, lien information and the last known vehicle brand. The province also advises buyers to inspect the history, verify ownership and VIN, test-drive the vehicle and have a trusted mechanic inspect it.

At an OMVIC-registered dealer, required disclosures include specified facts about odometer uncertainty, previous daily-rental or police use, fire or flood damage, structural repairs, certain major repair needs, accident damage above the prescribed threshold, cancelled manufacturer warranty, total-loss history and vehicle branding. Read those disclosures in the contract before signing. A dealer is not required to hand over a physical history report, so obtain and reconcile one independently when it would add useful information.

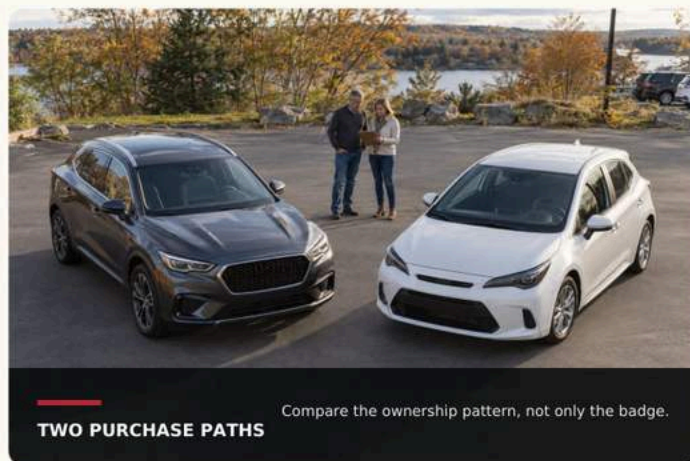
Do not confuse an Ontario Safety Standards Certificate with a comprehensive health report. The province explicitly says the certificate is not a warranty or guarantee of the vehicle's condition. Search the VIN and model in Transport Canada's recall database, then confirm completion of outstanding campaigns with a manufacturer dealer.

WHO SHOULD BUY WHICH?

Choose the new economy car when uptime, predictable cash flow, efficient consumables and a long ownership horizon matter more than status or maximum refinement. It is especially persuasive when one surprise repair would disrupt the household budget.

Choose the used luxury car when the features materially improve daily life, the example has a verifiable history and clean inspection, and the buyer can maintain a repair reserve without borrowing. Access to a trusted independent specialist makes the proposition stronger.

Before deciding, put both candidates into the CAA Driving Costs Calculator, then replace generic assumptions with written quotes. Add a contingency line to the used car and a depreciation line to the new one. The best value is not the car that once cost more. It is the car whose complete ownership pattern matches the driver's money, route and tolerance for uncertainty.



Illustrative editorial image

PRICE THE NEXT FIVE YEARS

- PURCHASE**
Cash need, finance and tax
- RUNNING**
Fuel, service and insurance
- RISK**
Repairs, downtime and resale



TIRES & SEASONAL SERVICE

GRIP IS A DECISION.

Turn seasonal uncertainty into a clear recommendation based on the vehicle, commute and weather. Add fitment, installation, storage and re-torque support to make the offer feel complete.

FULL TIRE. COMPLETE TECHNICIAN. CLEAR WORKSPACE.

A COMPLETE SEASONAL SERVICE STORY

Tire selection, installation, storage and follow-up belong in one clear path. The customer should know what is being fitted, what will be checked and when to return, with no vague promise replacing a practical recommendation.

● TIRE RECOMMENDATION

● INSTALL + BALANCE

● SEASONAL STORAGE

SAMPLE OFFER: WINTER PACKAGE CONSULTATION - NO CHARGE*

COMPLETE SERVICE STORY - CLEAR SCOPE - VISIBLE NEXT STEP - DETAILS REMAIN SAMPLE / DEMO



DEMO MAP - NOT TO SCALE

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SERVICE & REPAIR

DEALER OR INDEPENDENT?

Choose the workshop for the job - not the sign over the door

The useful question is not whether dealerships are better than independent garages. It is whether a particular shop has the information, equipment, experience and accountability required for the work. A careful independent can suit an older daily driver; a dealership can be the direct route for a recall or covered defect. Neither logo substitutes for a sound diagnosis.

Start with who may be paying

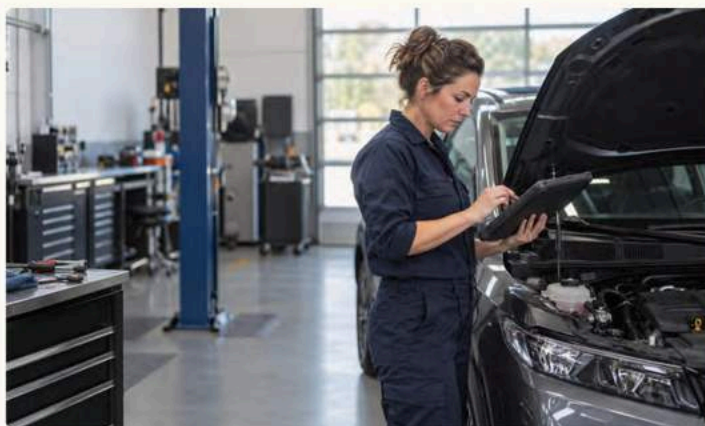
Before authorizing work, check the warranty booklet, in-service date, odometer and VIN. If the fault may be covered, begin with the manufacturer's process and ask the dealer to confirm coverage in writing. Safety recalls are separate: arrange them promptly through the authorized network. Keep invoices that show kilometres, fluid specifications, part numbers and work performed.

When the dealer has the clearer path

A dealer is often the efficient first call for an open recall, an active factory warranty claim, a manufacturer campaign, secure-system programming or a concern supported by brand-specific service information. Still ask what failed, how it was tested, what is urgent and what can be monitored before approving additional services.

When an independent makes sense

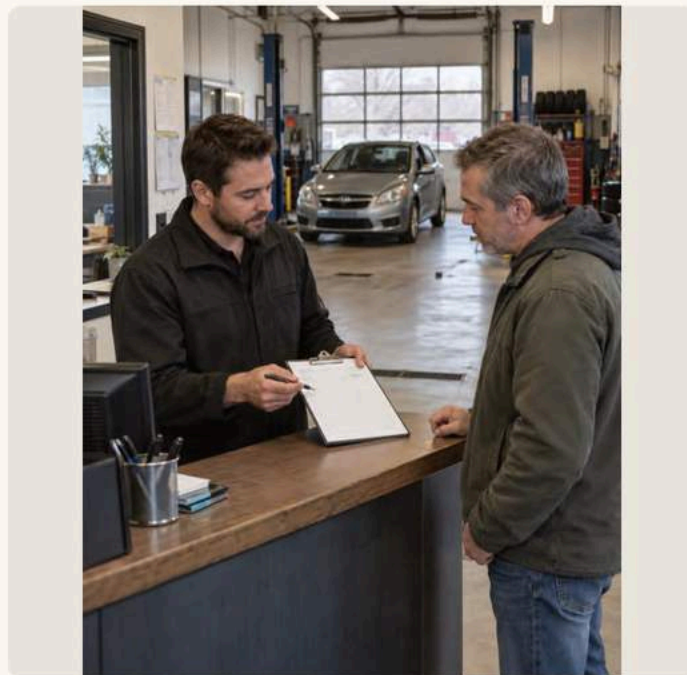
For routine maintenance, wear items and out-of-warranty repairs, a well-equipped independent may offer technician continuity and more parts choice. Judge capability, not category: current service information, scan tools, software subscriptions, calibration access and clear documentation of test results all matter.



Illustrative editorial image

A two-shop strategy. Clarify the diagnostic fee, when the shop must call for approval and how the repair will be verified. Many owners use an independent for routine service and a dealer for recalls, warranty and factory-only procedures; keep one complete record for both. On a major non-urgent repair, compare written estimates on the same scope, including diagnosis, hardware, fluids, alignment, programming and taxes.

BEFORE YOU AUTHORIZE: Ask what test result led to the repair. Request a written estimate, clarify diagnostic charges and approve added work in writing.



CLEAR AUTHORIZATION

Diagnosis, written estimate and approval before added work.

Illustrative editorial image

SERVICE VALUE

BRAKE PADS: BUDGET OR PREMIUM?

Buy the right specification and a complete brake job - not the fanciest box

Brake-pad price is easy to compare; braking quality is not. Labels such as ceramic, semi-metallic, premium or OE-style describe a formulation or market position, not how a pad will behave on every vehicle.

Match the exact vehicle and duty. Ask for the manufacturer and part number, why the friction material suits your driving, the rotor measurement or replacement plan, required hardware and the specified bedding procedure.

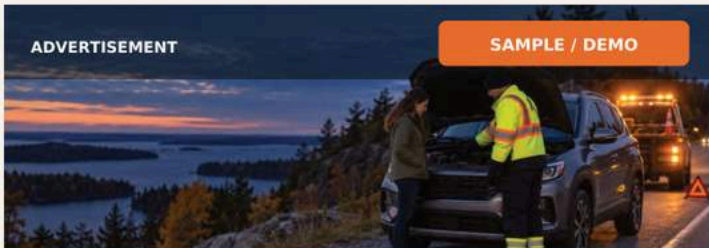


A lower price is not automatically unsafe, and a higher price is not automatically quieter, cleaner or longer lasting. The useful comparison includes cold response, noise, dust, heat tolerance, pedal feel, rotor wear, corrosion protection and written warranty.

Uneven wear needs a cause, not merely new pads. Binding slider pins, a sticking caliper, corrosion or excessive rotor runout can shorten the life of the next set.

ADVERTISEMENT

SAMPLE / DEMO



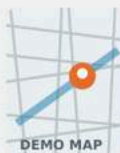
ROADSIDE ASSISTANCE

NIGHTLINE ROAD ASSIST

WHEN THE DAY STOPS, HELP STARTS HERE.

A complete sample dispatch panel shows service area, response steps, limits and price before the driver calls.

SAMPLE: LOCAL CALL FROM \$79*



DEMO CONTACT

705-555-0129

nightline-assist.example

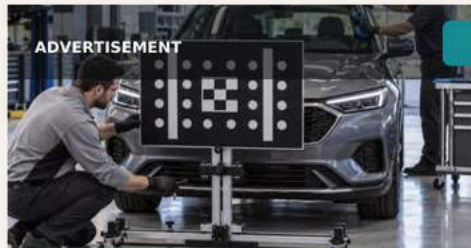
283 Mockup Avenue, Alliston, ON

FICTIONAL ADDRESS



ADVERTISEMENT

SAMPLE / DEMO



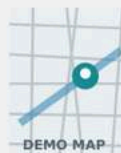
GLASS & CAMERA CALIBRATION

CLEARSPAN AUTO GLASS

CLEAR GLASS. CLEAR NEXT STEP.

Chip, replacement and camera-calibration requirements are explained together, with a written completion record.

SAMPLE: CHIP REPAIR FROM \$49*



DEMO CONTACT

705-555-0130

clearspan-glass.example

290 Exhibit Street, Angus, ON

FICTIONAL ADDRESS



PROTECT THE INVESTMENT

PPF, CERAMIC OR WAX?

Three different tools. One sensible choice begins with the damage you are trying to prevent.



Illustrative editorial image

Begin with the risk: physical impacts, difficult cleaning, or the need for a low-cost sacrificial layer you can renew yourself. Paint-protection film, ceramic coatings and wax overlap at the edges, but they do not perform the same job.

First, inspect the paint you already own

Protection preserves a surface; it does not reset it. Film can make chips or poor touch-ups more noticeable. A coating applied over visible swirls, water-spot etching or polishing haze can leave those defects visible until the coating is removed and the paint is corrected. Wax may improve gloss but cannot replace missing clear coat.

PPF: the physical-impact option

Paint-protection film is a transparent, adhesive-backed film placed over painted panels. Its defining advantage is physical: reputable films are designed to take abrasion and small road-debris impacts before the paint does. That makes PPF most relevant on high-exposure zones - the bumper, leading edge of the hood, fenders, mirror caps and rocker areas - or across full panels when a visible seam is undesirable.

It is not invisible in every light. Edges, stretch, texture and trapped contamination reveal installation quality, especially on complex curves or pale paint. Coverage language matters: “front package” can mean several different panel maps. Get the exact pattern in writing and ask whether edges will be wrapped, where seams will sit, which badges or trim will be removed, and how sensors, cameras and factory matte finishes will be handled.

Ceramic coating: surface behaviour, not stone armour

An automotive ceramic coating is a liquid-applied film-forming product, commonly based on silicon-containing chemistry, that cures on the clear coat. Its most obvious effect is hydrophobic behaviour: water beads readily and routine soil can be easier to release. A coating may also provide a sacrificial barrier against some environmental contamination, depending on the specific formulation and maintenance.

What it does not do is turn clear coat into impact-resistant glass. Even coating manufacturers acknowledge that ceramic products do not make paint scratch-proof or eliminate rock chips. If Highway 400 debris is the main concern, coating alone does not answer it.

IMPACT • SURFACE BEHAVIOUR • RENEWABLE CARE

A PRACTICAL CENTRAL SIMCOE DECISION GUIDE

Wax or sealant: simple, renewable protection. Traditional waxes and polymer sealants form a comparatively accessible layer on top of the finish. They can add gloss and water repellency and are practical for an owner who enjoys periodic detailing, leases a vehicle, changes plans often or does not want the preparation and commitment of a professional coating.

Combining products without duplicating promises

PPF and a compatible coating can be combined: film on impact zones, coating on exposed paint or on the film where the film and coating makers permit it. The combination may make washing more consistent, but it does not multiply every warranty or make maintenance optional. Confirm which company is responsible if the top layer, film adhesive or paint becomes the issue.

Match the purchase to your ownership plan

For many daily drivers, the rational answer is selective: film where impacts occur, careful washing everywhere, and a coating or renewable sealant matched to maintenance habits. The best plan is one whose limitations you understand and whose upkeep you will perform.

CALLOUT - SKIP THE “BEST” QUESTION: PPF manages impact; ceramic changes surface behaviour; wax supplies a renewable sacrificial layer. Buy for your risk.

Quote checklist

- Exact product and coverage map
- Paint-preparation steps and how much correction is included
- Cure time and first-wash instructions
- Plan for chips, repainted panels, matte paint, sensors and trim
- Removal responsibility and effect on future body repairs



PROCESS DETAIL

Film application depends on preparation and technique.

Illustrative editorial image

THREE LAYERS, THREE JOBS

- **PPF**
Impact-prone areas
- **COATING**
Surface behaviour
- **CARE**
Renewable upkeep



THE WHOLE CAR SUPPORTS THE DETAILING STORY.

DETAILING & PROTECTION

LIGHT REVEALS THE WORK.

THE RESULT BEGINS WITH THE INSPECTION

Great finish work is more than a filter. This concept turns inspection, correction and aftercare into a service journey customers can see, compare and confidently book.

● PAINT INSPECTION

● MACHINE REFINEMENT

● CERAMIC-CARE PLAN

SAMPLE CONCEPT - FINAL CLAIMS, PRICING AND AVAILABILITY REQUIRE ADVERTISER APPROVAL

SAMPLE OFFER: PAINT CONDITION REVIEW + QUOTE



DEMO MAP - NOT TO SCALE

CALL / VISIT / BOOK - DEMO DETAILS

705-555-0108

meridian-finish.example

136 Demo Lane, Innisfil, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



DEMO QR

WINTER OWNERSHIP

RUSTPROOFING IN ROAD-SALT COUNTRY

The product matters. Coverage, inspection and follow-up matter just as much.

BEFORE BOOKING

Ask for the application map, masking steps and inspection plan before booking.

Road salt reaches seams, fasteners and underbody cavities. Factory protection helps, but stone damage, abrasion, blocked drains and past repairs create weak points. Treat rustproofing as a system: inspect, protect suitable areas, wash appropriately and recheck.

Understand what is being applied

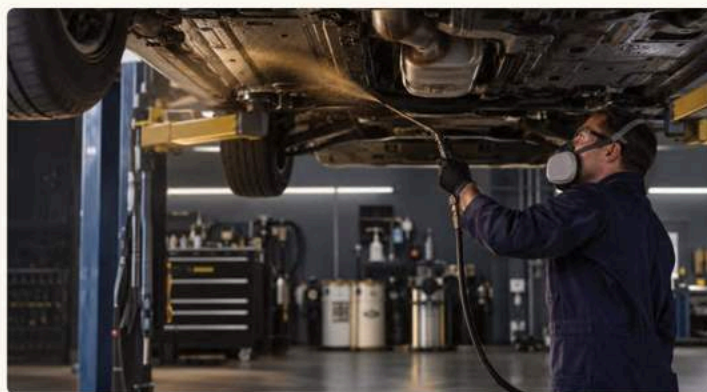
Thin, creeping sprays are designed to migrate into seams; waxy or gel products build a more persistent film; harder coatings form a barrier. Ask for the exact product, application map, drying behaviour, inspection interval and written warranty. If drilling is proposed, ask why, where, how openings will be sealed and whether factory openings are available.

Inspect before you spray

View the clean, dry vehicle on a lift. Inspect subframes and mounts, brake and fuel lines, rocker seams, wheel arches, door bottoms, shields, drains and previous repairs. A preventive film cannot replace metal or restore strength. Corrosion near a structural mount, steering part, brake line or high-voltage enclosure needs qualified assessment before treatment obscures it.

A University of Windsor observational study compared 228 vehicles recruited from Krown customers with 141 untreated vehicles and found less visible corrosion in the treated group. The groups were not randomized or assembled identically, and the image-analysis method was still being refined; the study cannot rank products or predict the result for a particular vehicle.

Washing is still part of the plan. Rustproofing is not permission to leave salt in place. Follow the vehicle maker's washing guidance, keep drains clear and photograph the same vulnerable points each year. Ask the technician to flag lifting coatings, dry patches, blocked drains and corrosion beside - not only beneath - protected areas.



Illustrative editorial image



UNDERBODY VIEW

Inspect first; confirm the coverage after application.

Illustrative editorial image

BEFORE APPLICATION

- 1 CLEAN AND DRY
- 2 INSPECT SEAMS
- 3 CONFIRM COVERAGE

BEFORE YOU AUTHORIZE

BEFORE YOU PAY: RECALL, WARRANTY OR REPAIR?

A warning light or failed component tells you what is wrong - not automatically who owes the bill

The expensive time to sort out coverage is after work has begun. Before authorizing anything, identify the exact vehicle, classify the problem and collect four numbers: VIN, in-service date, current kilometres and the written estimate.

1. Check the VIN, not just the year

Copy the 17-character VIN from the vehicle or registration. Search Transport Canada's recall database, then confirm by VIN with the manufacturer because some campaigns apply only to specific production ranges. If a recall applies, follow interim instructions and arrange the remedy promptly.

2. Separate warranty from recall

A warranty is contractual coverage; a recall addresses a safety defect or regulatory non-compliance. Read the Canadian warranty booklet or service contract. Confirm the in-service date, kilometres, deductible and any required pre-authorization. If coverage is disputed, use the manufacturer's escalation process and check whether CAMVAP applies.

3. If it is customer-pay, define the repair. Get a written diagnosis and itemized estimate. Ask for test readings, fault codes or photographs where useful, and separate the failed part from consequential damage and overdue maintenance. Clarify the diagnostic charge, authorization limit and how the completed repair will be verified. Do not road-test a safety-critical fault the shop considers unsafe.

4. Fix or trade? Use four numbers

Write down today's repair total after any contribution, credible needs over the next year, the vehicle's realistic as-is value and the after-repair value. Then compare the cost of keeping it with the tax, financing, depreciation and risk of its replacement. Negative equity is debt transferred to the next contract, not a discount.

Repairing can be rational when the diagnosis is bounded, the structure is sound and the vehicle still fits the household. Trading may deserve consideration when corrosion, repeated electrical faults, parts delays or overlapping major needs make future cost too uncertain. Use written evidence, not urgency, to choose.

ORDER MATTERS: VIN check first, written coverage decision second, repair estimate third, trade calculation last.

VIN FIRST

RECALL • WARRANTY • REPAIR



VIN, coverage decision and itemized estimate.

Illustrative editorial image

THE DECISION ORDER

- **VIN**
Identify the exact vehicle
- **COVERAGE**
Recall or warranty
- **ESTIMATE**
Define customer-pay work
- **DECIDE**
Repair, wait or trade

— **BUY SMARTER**

GAS, HYBRID, PHEV OR EV?

Choose for Your Real Week - not Your Ideal Weekend

The best powertrain is not the one winning the loudest argument. It is the one that fits where you park, how far you drive, what you tow and how often you can charge.

The powertrain question is often framed as a referendum on the future: gasoline or electric, old or new. That is dramatic - and not especially useful. A better decision begins with an ordinary Tuesday in February. Where is the car parked? How far will it travel? Will it sit in traffic, run north on Highway 400, tow, or make short trips with the heater working hard? The right answer lives in that routine.

Canadian consumer guidance separates electrified vehicles into several distinct types. A conventional hybrid carries an internal-combustion engine, an electric motor and a small battery that is replenished through regenerative braking and the engine; it is not plugged in. A plug-in hybrid, or PHEV, combines an engine with a larger battery that can be charged externally and can cover some trips on electricity. A battery-electric vehicle, or BEV, uses rechargeable batteries and electric motors without a gasoline engine. Those differences determine far more than the badge on the tailgate.

Gasoline: the flexible familiar

A gasoline vehicle still offers broad choice in body styles, used inventory and refuelling locations. It can make sense for a driver who travels unpredictably, lacks dependable charging, tows frequently, or visits remote areas. Refuelling is quick, and many qualified repair facilities understand the system.



The trade-off is exposure to fuel prices and more engine-related service items. A low purchase price does not automatically mean a low total cost; fuel, insurance, financing, depreciation, tires and maintenance all matter.

Hybrid: efficiency without a plug

A conventional hybrid asks little of its owner. The vehicle manages the engine, motor and battery automatically. It often suits urban and suburban use, where regenerative braking can recover energy and the engine can shut down more often. A driver who cannot charge at home but spends time in Barrie traffic may find this the easiest route to lower fuel use.

Do not assume every hybrid is exceptionally efficient in every setting. Vehicle size, aerodynamics, tires, temperature and highway speed still matter. Compare the exact Canadian rating for the model and trim you are considering, not a generic claim about hybrids. Also price insurance and inspect the cargo area: battery packaging can affect space on some models.

Plug-in hybrid: brilliant - but only when plugged in

A PHEV can turn repeated local trips into electric driving while keeping an engine for longer journeys. For someone who can charge reliably every night, drives a predictable daily distance and occasionally makes a long trip, that combination can be exceptionally practical. It also removes the need to size the battery around the longest drive of the year.

START WITH YOUR REAL WEEK

GAS

FAST REFUEL

HYBRID

NO PLUG

PHEV

PLUG + ENGINE

BEV

HOME-CHARGE FIT

But a PHEV is not automatically the economical compromise. If it is rarely charged, the owner carries both powertrains while relying mostly on gasoline. Results depend on how much driving occurs within usable electric range. Compare that range with your winter routine - not merely a summer commute - and learn how cabin heat, all-wheel drive or towing behaves when the battery is low.

Battery electric: home charging changes the equation

An EV can be remarkably convenient when it charges where it sleeps. The owner connects at night and begins many mornings with the desired charge. Electric motors are quiet and responsive, while the absence of an engine, oil changes and exhaust removes several maintenance categories. Regenerative braking can reduce friction-brake use, although inspections and corrosion control still matter in road-salt country.

The deciding issue is access to dependable charging. A standard 120-volt outlet may be adequate for a low-mileage driver, while a properly installed 240-volt Level 2 station can replenish energy much faster. Apartment and condominium residents should obtain written answers about parking, installation permission, electrical capacity, billing and future access before purchasing.

Cold weather does not make EVs unusable, but it changes the plan. Heating, battery temperature, winter tires, speed, wind and snow affect energy use. Transport Canada advises keeping enough range for unplanned winter events. Towing and sustained highway driving can also increase consumption. Frequent travellers should evaluate the exact vehicle's cold-weather range, charging curve and compatible network on their real routes.

CALLOUT - THE GARAGE TEST: If you cannot describe exactly where, when and how the vehicle will charge during a normal week, do not choose a plug-in model on fuel savings alone.

Compare the whole ownership pattern

Review weekly distance, the longest regular drive, winter travel, towing, cargo needs and nights parked near power. Then compare purchase and financing, energy, insurance and expected maintenance. Natural Resources Canada's ratings tool compares Canadian models, while CAA's Driving Costs Calculator frames expenses beyond the payment. Neither predicts your exact bill, but both improve on showroom arithmetic.

Test-drive the exact type you intend to buy. Check comfort, visibility, heating, road noise, cargo access and driver-assistance behaviour. For a plug-in, connect the cable and use the route planner. Obtain written warranty terms for hybrid or high-voltage components and confirm conditions by VIN.

There is no universal winner. A hybrid that is driven efficiently can be a better decision than an EV that depends entirely on inconvenient public charging. A PHEV that is charged every night can be a better fit than a gasoline SUV used mostly for short trips. And a well-chosen EV can make everyday ownership simpler, not more complicated. Buy for the week you live fifty times a year - not the exceptional weekend you live twice.



Illustrative editorial image

COMPARE THE REAL WEEK - NOT ONLY THE BADGE



COMPLETE VEHICLE, PEOPLE, CHARGER AND CABLE PATH.

EV HOME CHARGING

HOME CHARGING, DONE WITH A PLAN.

PLAN THE HOME BEFORE CHOOSING THE CHARGER

A credible charging ad begins with the home, electrical capacity, parking location and vehicle. Equipment selection follows the assessment, permit path and approved installation scope.

- SITE ASSESSMENT
- LOAD + PERMIT PLAN
- INSTALLATION HANDOFF

SAMPLE CONCEPT - FINAL CLAIMS, PRICING AND AVAILABILITY REQUIRE ADVERTISER APPROVAL

SAMPLE OFFER: HOME CHARGING SITE REVIEW \$99*

DEMO MAP - NOT TO SCALE

CALL / VISIT / BOOK - DEMO DETAILS

705-555-0109

grid-garage.example

143 Concept Road, Orillia, ON

FICTIONAL ADDRESS

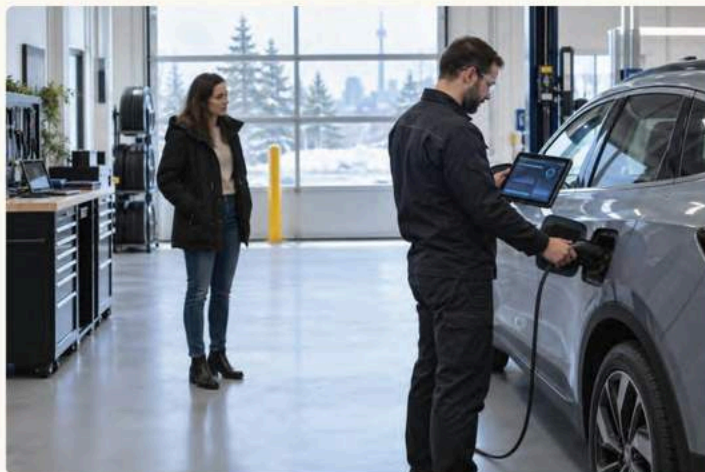
MON-FRI 8-6 | SAT 8-3

DEMO QR

USED EV BUYING

BUYING A USED EV

How to Judge the Battery Before You Sign



Illustrative editorial image

A used EV may offer quiet driving and fewer routine powertrain service items at a lower purchase price than a comparable new model. It can also hide expensive uncertainty if it is assessed exactly like a gasoline car. The body, brakes and suspension still matter, while the high-voltage battery, charging equipment, software and thermal management need model-specific attention.

Begin with the battery record

Ask whether the manufacturer or an EV-trained shop can provide a model-specific battery-condition or state-of-health report. Record the test method and its limitations. Dashboard range after a full charge is not a laboratory capacity test; recent driving, temperature, cabin heat and software calculations can change it.

Compare any report with the manufacturer's diagnostic method and Canadian warranty terms. Coverage varies by brand, year, market and component, and may include conditions or exclusions. Confirm remaining coverage by VIN and request the answer in writing.

Inspect it as an EV - and as a car

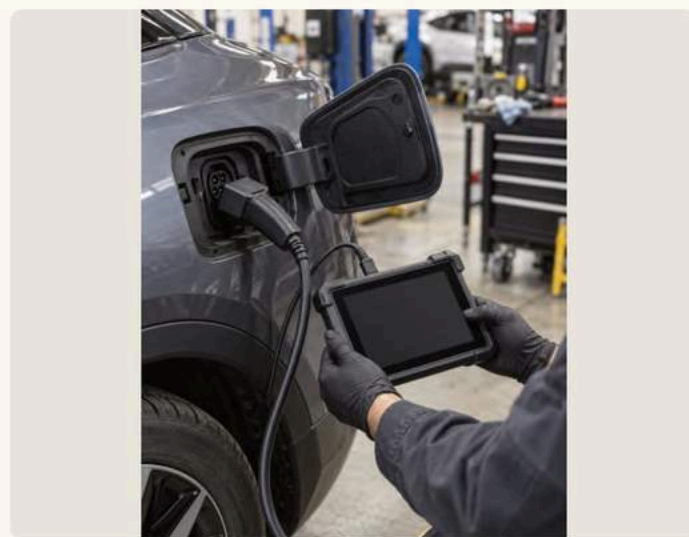
Choose a facility trained and equipped for the model. Request a full scan and inspection of the battery enclosure, underbody, charge port, cable, thermal system, 12-volt battery, tires, brakes and suspension. Underbody impact, water intrusion, collision work or warning history requires model-specific investigation; buyers should never open or improvise on high-voltage components.

Test AC charging and, where supported, DC fast charging. A short demonstration cannot prove future reliability, but it can expose port damage, a communication fault or a missing adapter. Confirm the connector, charging curve and useful cold-weather range for the routes you actually drive.

Audit the history and the fit. Collect service invoices, recall completion, ownership history and collision information. Use the VIN workflow on p. 80 and confirm campaign completion with the manufacturer. Price tires, insurance and the first year of expected work before negotiating.

THREE ITEMS IN WRITING: Battery-condition evidence, remaining Canadian warranty by VIN, and an inspection report from a technician trained and equipped for that model.

A used EV does not need a perfect battery; it needs verified capacity for the job and a price that reflects condition. Documentation turns an attractive listing into a defensible decision.



BATTERY EVIDENCE

Record, warranty and charging fit.

Illustrative editorial image

SAMPLE / DEMO

COLLISION REPAIR

RESTORE THE CAR. REASSURE THE DRIVER.

A complete collision ad shows estimate, insurer communication, repair stages and final quality review. Real timelines and coverage depend on the approved repair plan.

SAMPLE: BOOK A DAMAGE ASSESSMENT



DEMO CONTACT

705-555-0131

restore-works.example

297 Sample Way, Barrie, ON

FICTIONAL ADDRESS



OWNERSHIP BASICS

HOME CHARGING VS DC FAST CHARGING

The Real Cost of Convenience

Home charging and highway fast charging solve different problems. Treating them as interchangeable can make an EV look either far easier - or far more expensive - than it will be in daily life.

A 120-volt Level 1 connection is slow but may replace a modest daily drive overnight. Level 2 uses 208 or 240 volts and is the usual faster home or workplace solution. DC fast charging bypasses the vehicle's onboard AC charger and is designed for rapid public charging, especially during travel. Actual speed depends on the car, battery temperature, state of charge and the station; the biggest advertised number is not a promise that the car will hold that rate.

Natural Resources Canada reports that more than 80 per cent of EV owners charge at home. That is the important ownership model: plug in while the vehicle is already parked, schedule charging when the household rate plan makes sense, and reserve DC fast charging for journeys or unusual high-mileage days. Ontario electricity prices and time windows vary by the customer's rate plan, so compare your current bill rather than quoting a universal cost per kilometre.

For a Level 2 installation in Ontario, hire a Licensed Electrical Contractor (LEC) holding an ECRA/ESA licence. The LEC should assess service and panel capacity, file the required notification of work before installation, use equipment bearing a recognized Canadian certification or approval mark, and provide the ESA Certificate of Acceptance once the work is accepted as compliant.

VEHICLE SECURITY

MAKE YOUR CAR HARDER TO STEAL

A Layered Canadian Anti-Theft Plan



Illustrative editorial image

Canadian auto-theft claims have recently moved in the right direction, but the problem remains far above the level seen a decade ago. No consumer device guarantees prevention. The practical goal is to layer visible, electronic and recovery obstacles so the vehicle takes more time, tools and exposure to steal.

Start with routine: close windows, lock the vehicle, take every key and never leave it running unattended. Remove spare keys and documents. At home, use a locked garage when practical or a visible, well-lit position, and do not leave a garage-door remote in an outdoor vehicle.

Put something visible in the way

A robust steering-wheel lock or other physical barrier advertises extra work. Driveway positioning, lighting and a properly aimed camera add friction, but must not block a safe exit or imply real-time police monitoring.

Protect the electronic path

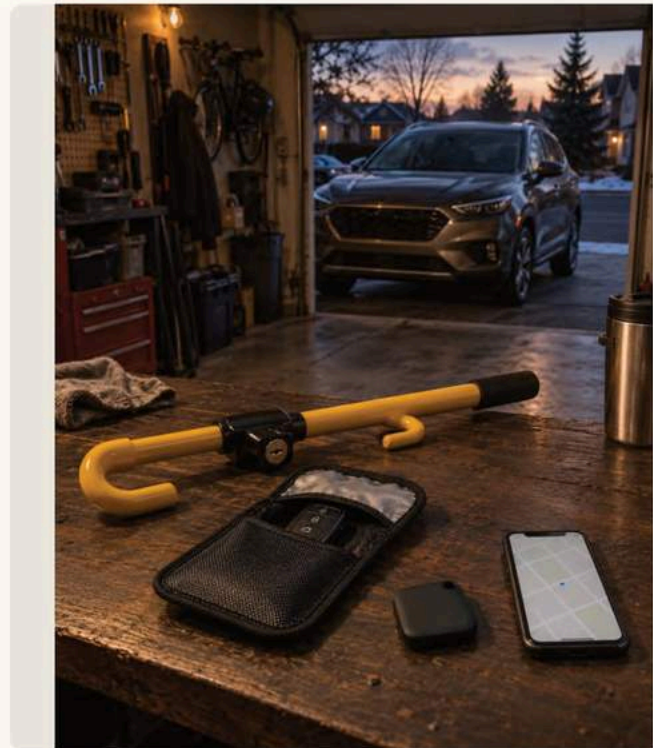
Store keyless fobs and spares away from exterior doors and windows. If using a shielding pouch or box, test that the vehicle will neither unlock nor start and repeat the test as the product wears. Ask the manufacturer about security updates. Discuss any immobilizer or secondary authorization device with a qualified installer and insurer before modifying wiring or diagnostic access.

Add recovery without taking risks

A professionally installed tracker can provide location information, but subscription, signal and police procedures differ. If the vehicle disappears, do not follow or confront anyone. Call police and give them the VIN, plate, identifying details and available tracking data, then follow insurer and provider instructions.

Keep clear photos of the vehicle, VIN, plates, keys and security equipment outside the car. Current records do not prevent theft, but they reduce confusion during a stressful report.

THE LAYER TEST: Lock it. Block it. Immobilize it. Track it. No single layer is a guarantee; together they make the vehicle a more difficult target.



LAYERED DETERRENCE

Visible lock, key protection and a recovery plan.

Illustrative editorial image

Sources: IBC 2025 auto-theft data and guidance; Public Safety Canada National Action Plan.

AUTO INSURANCE CONCEPT

COVERAGE STARTS WITH A CONVERSATION.

A complete insurance concept makes the questions visible: vehicle use, drivers, deductibles, optional protection and renewal timing. Real coverage and pricing require a licensed adviser and approved terms.



PEOPLE, DOCUMENTS AND VEHICLE CONTEXT STAY COMPLETE.

MAKE THE COVERAGE QUESTIONS VISIBLE

Vehicle use, listed drivers, deductibles, optional protection and renewal timing shape the conversation. A licensed adviser and approved policy wording must supply the real recommendations, eligibility and pricing.

● COVERAGE REVIEW

● DEDUCTIBLE COMPARISON

● RENEWAL CHECKLIST

SAMPLE OFFER: 20-MINUTE COVERAGE REVIEW

A FINISHED AD CAN REPLACE EACH SAMPLE FIELD WITH VERIFIED, APPROVED CUSTOMER INFORMATION

01 USE

How the vehicle is driven

02 COMPARE

Limits and deductibles

03 REVIEW

Renewal and changes



CALL / VISIT / BOOK - DEMO DETAILS

705-555-0110

harbourline-insurance.example

150 Preview Court, Bradford, ON

FICTIONAL ADDRESS

MON-FRI 8-6 | SAT 8-3



REPAIR TECHNOLOGY

ADAS AFTER REPAIR

Why a Windshield Can Change What Your Car Sees

The camera near the mirror may support lane warnings, steering assistance, automatic emergency braking, sign recognition or lighting. Radar can sit behind a grille emblem or bumper; other sensors hide near body corners. Names and procedures differ, so learn what the exact vehicle can and cannot do.

Calibration is part of the repair plan

Windshield replacement can disturb a camera's relationship to the glass and road. Collision work, bumper or grille removal, structural repair, suspension work, alignment, ride-height changes and sensor replacement may also trigger calibration, aiming or initialization. The list depends on make, model, year, trim and equipment.

I-CAR's OEM Calibration Requirements Search points repairers back to vehicle-maker information when deciding what is required. That illustrates why a generic all-clear is not enough: the exact model-specific OEM procedure controls.

Calibration may be static with precisely positioned targets, dynamic with a scan tool under specified driving conditions, or both. Some procedures first require correct tire pressure, alignment, ride height, load, a level floor and a clear sensor area. A warning light going out does not confirm sensor aim.

Five questions for the repairer

Ask which ADAS features and sensors are installed; use the VIN and build data to confirm them. Ask which OEM procedures apply, whether pre- and post-repair scans, alignment or calibration are required, who will perform the work and what completion record you will receive. If work is sublet, the invoice should still connect it to your vehicle and repair.



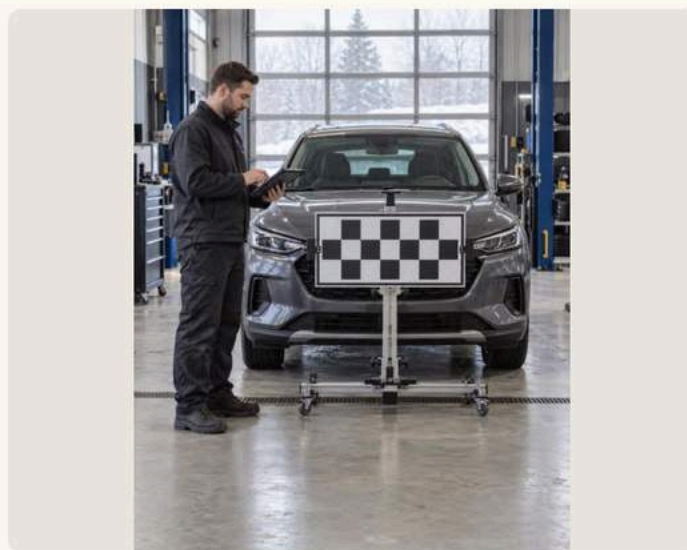
Illustrative editorial image

At collection, inspect the windshield, camera view, bumper and emblems, then review scan and calibration reports. On a careful drive, watch for warnings or changed behaviour. Never test automatic emergency braking by driving at an object. Return promptly if a warning remains, the steering wheel is off-centre, the vehicle pulls or a system behaves unexpectedly.

ASK FOR EVIDENCE: 'No warning light' and 'calibration completed' are not the same statement. Request the model-specific procedure and completion record.

ADAS is assistance, not autonomy. Weather, visibility and contamination can limit it. Keep sensor areas clear, follow the owner's manual and keep responsibility behind the wheel.

TARGET - SCAN - COMPLETION RECORD



Illustrative editorial image

READY BEFORE YOU NEED IT.

A calm roadside plan starts before the key turns. Keep this page in the glovebox and reset the kit every season.

CALM / VISIBLE / WARM / CONNECTED



1 BEFORE YOU GO

- Charge the phone and pack its cable.
- Check weather, route and fuel or EV range.
- Clear glass, lights and driver-assistance sensors.
- On longer trips, share the route and arrival time.

2 KEEP IN THE CAR

- First-aid kit, flashlight and warning triangle or light.
- Blanket, warm layer, water and a shelf-stable snack.
- Booster cables, scraper and snow brush.
- In winter: small shovel and traction aid.

3 IF THE CAR STOPS

- Signal, slow smoothly and move fully off the travelled road if safe.
- Switch on hazard lights and stay clear of moving traffic.
- In immediate danger, call 911; otherwise contact roadside help.
- In a storm, use the vehicle as shelter when it is safe to remain inside.

4 60-SECOND RESET

- Replace used, damaged or expired supplies.
- Test the flashlight and charge the power bank.
- Secure loose gear so it cannot become a projectile.
- Recheck the kit at every seasonal tire change.

CANADA AUTO GUIDE

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COVER PRICE

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