

# DRIVE TRUE AUTOMOTIVE

www.drivetrue.ca

Newsletter

December 2016



## CONGRATULATIONS

Drive True Automotive Bradford for taking home The Bradford Board of Trade 2016 Business Excellence Award! This is the second consecutive year that our Bradford location has received this prestigious award. Owners Tom and Amber Smith say, "It not only takes hard work and dedication to be awarded with such recognition, it takes great customers and lasting relationships. Without the support of our community we never could have achieved such success. We owe it all to our neighbours, family, friends and our valued customers". Drive True Bradford has been nominated for 8 Bradford Board of Trade Awards and has since won: 2013 Entrepreneur of the Year, 2015 Business Excellence & 2016 Business Excellence!

Bradford  
905-551-7700

## WINTER TIRE SEASON IS HERE!

'Tis that time of year again. Are you prepared for snow, ice and sleet? It is so important to ensure you are winter road ready by having your Winter Tires installed. When should you have installed? We always recommend to have your tires swapped out before the first snow fall!



A good rule of thumb is to get your vehicle in for a change-over when we are consistently sitting at 1 to 10 degrees celcius. Once we hit below 0, summer tires integrity is compromised by the low temperature. Winter Tires are made by a softer rubber, ensuring they do not freeze in cold weather. They are built to sustain the harsh winter environment, whereas your summer tires are likely to perform more like hockey pucks than tires. Not too settling is it?

Newmarket  
905-235-7700

## CONTEST WINNER!

Congratulations to Jocelyn W for winning our Custom Made Drive True Beer Tap! As an added bonus, we have included a \$50 Beer Store Gift Card! This beer tap holds 100oz of ice cold beer. We hope you enjoy a cold one on us!



## TRICK OF THE TRADE

Improper tire inflation can cause premature wear and tear on your tire. By having it at it's recommended pressure, the tire tread is more effective, creating better grip and coverage on the road.

Keswick  
905-476-6500