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L'AUTOMOBILE MAGAZINE
Goes Digital

V2V TECHNOLOGIES
25 Years of Innovation

JACQUES MAHEUX
retiring after 43 years at CAA-Québec



FEATURES: EVENTS,
PORTRAITS, FLEET 360°
and much more...

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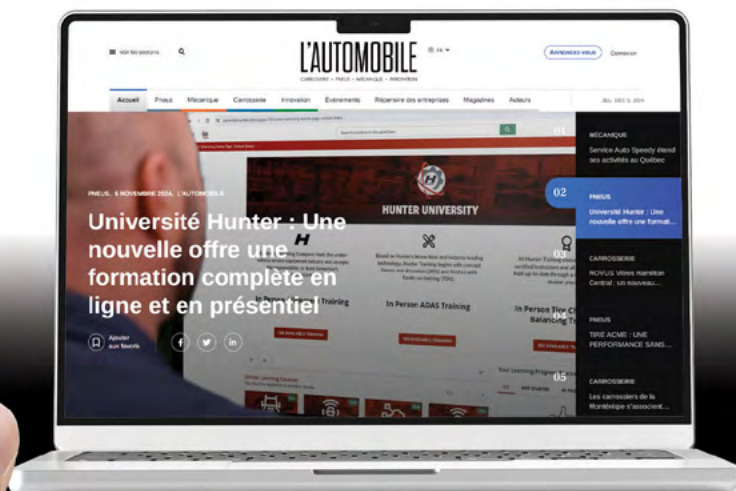
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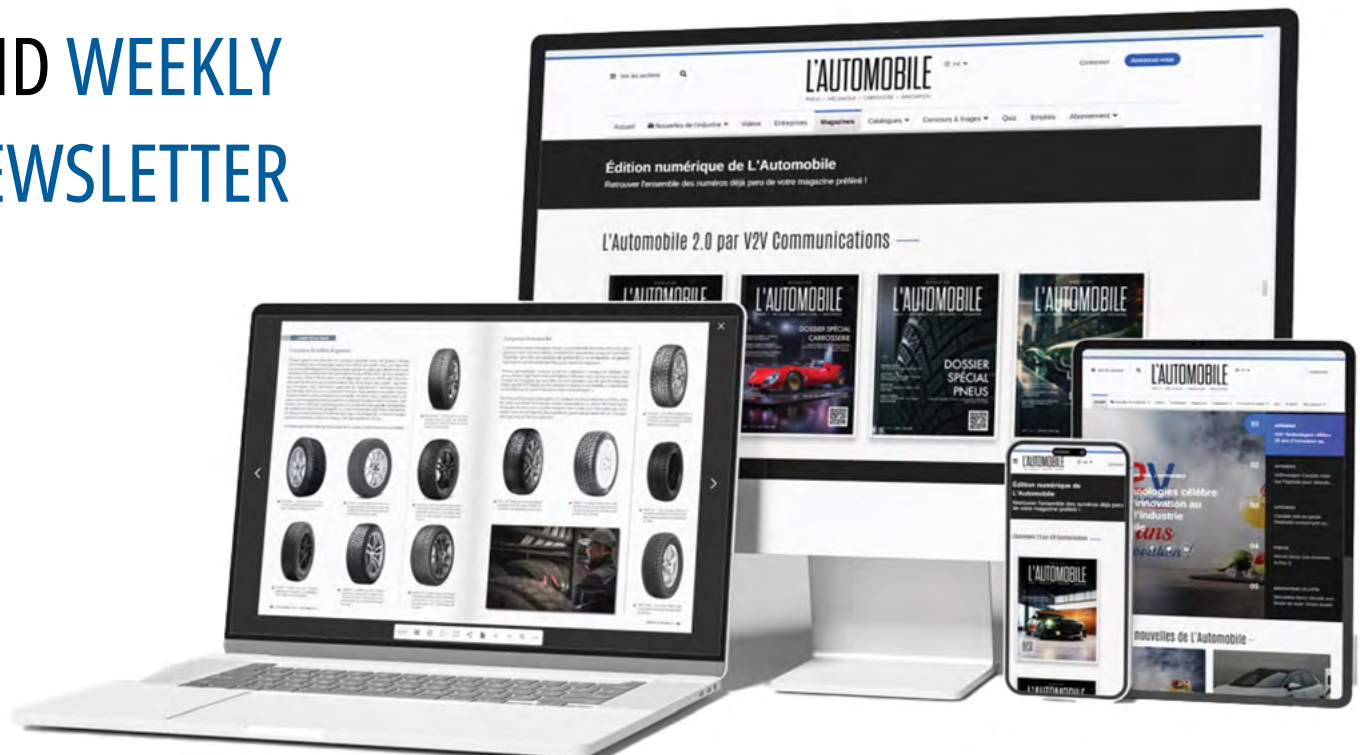
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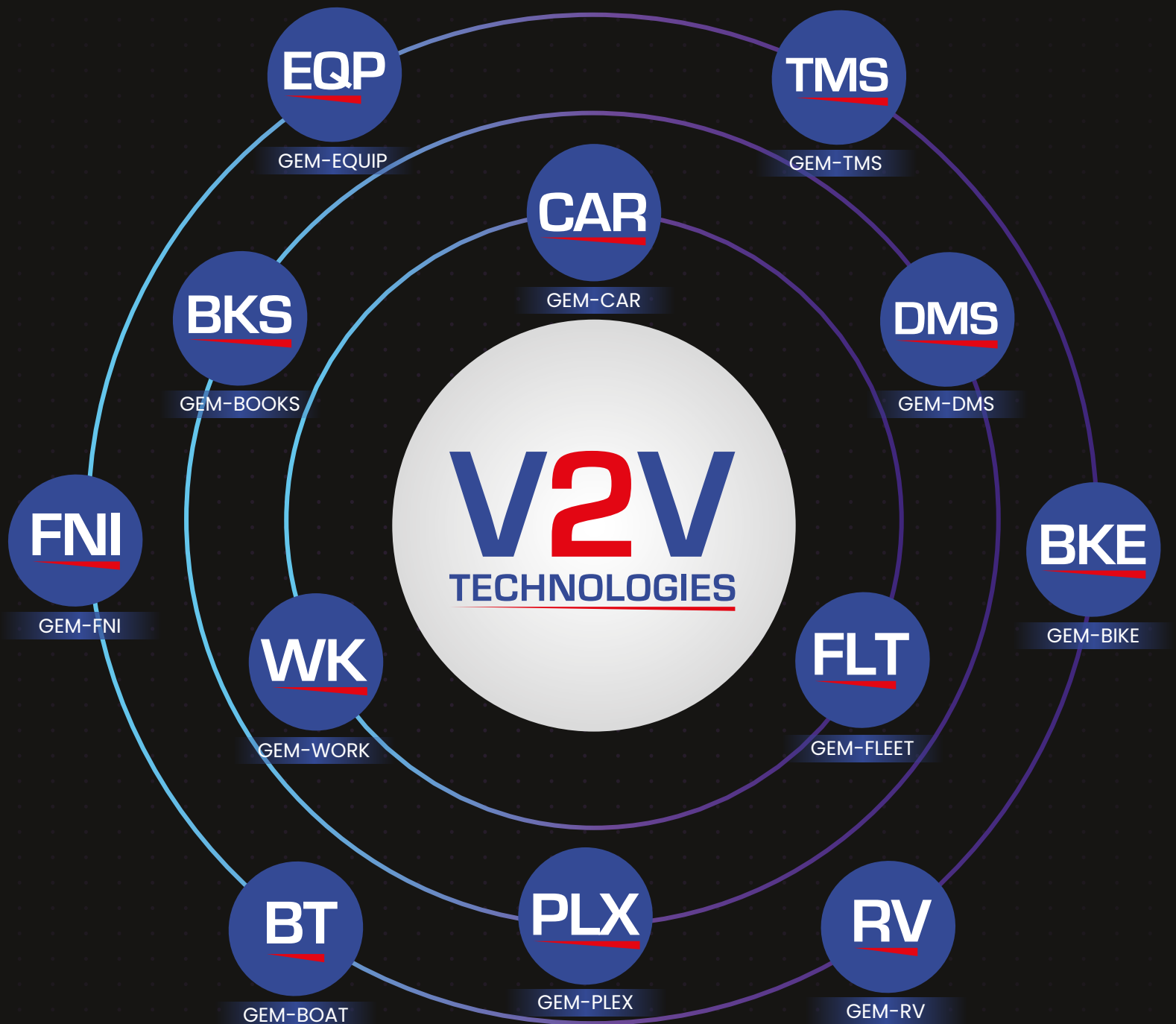


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ONE SINGLE TECHNOLOGY CUSTOM SOLUTIONS FOR EACH SECTOR BY V2V TECHNOLOGIES

V2V Technologies unveils 12 new spin-offs, all powered by a shared and proven technology, to deliver tailored solutions for specific vertical sectors. With a targeted approach, deep expertise, and technological efficiency, V2V Technologies strengthens its commitment to continuous innovation, and service specialization, to better meet the unique needs of each industry.



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WORD OF THE PRESIDENT

Dear readers,

As the year draws to a close, I want to express my sincere gratitude to our community: you, our loyal readers, our industry partners, and our sponsors who, year after year, believe in our mission to showcase the expertise and passion that drive the world of automobiles.

This year marks a major transformation for L'Automobile. We've completely redesigned our interactive website, now available at lautomobile.ca. This new portal is designed to offer a modern and immersive digital experience, better suited to the needs of our readers and advertisers, while also boosting our online visibility (SEO).

Our goal is clear: to give Quebec's automotive industry a stronger, more contemporary showcase. With this new digital ecosystem, we'll be better equipped to spotlight the businesses, craftspeople, and innovations that shape our field.

L'Automobile's digital transition comes with a renewed commitment: to remain a leading reference for professionals, a bridge between generations of enthusiasts, and a source of inspiration for all those helping move our industry forward.

Thank you for continuing to be part of this journey. Together, let's make this new era an opportunity to grow, evolve, and celebrate the pride of working in a constantly evolving sector.



PRESIDENT OF V2V COMMUNICATIONS
PUBLISHER OF L'AUTOMOBILE MAGAZINE
MATHIEU BRUNEL

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FILE





NEWS

OUR MAGAZINE IS GOING DIGITAL!



It's official: our magazine is entering a new era and going 100% digital!

A natural evolution, driven by our desire to offer a richer, more interactive, and more accessible experience for all our readers and partners.

A Redesigned Experience Just for You

Starting now, you can flip through every edition directly online — on your phone, tablet, or computer.

But that's not all: you'll be able to **click, listen, watch, and interact** with our exclusive content — enhanced articles, videos, podcasts, and interactive links — for full immersion into your favorite world.

A New Era for Advertisers

Our digital shift also marks a **major evolution** in our advertising offering.

In addition to traditional formats, we now include interactive content, audio, and even podcast segments, **giving your message more reach, more creativity, and more impact.**

Advertisers can now track their performance in real time and adjust their campaigns to maximize return on investment.

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Why Go Digital?

Switching to a digital magazine means **expanding your reach**. Your message knows no borders — it can connect with a local, national, or international audience, while precisely targeting readers based on their interests and industry.

Digital also gives you the **power to measure and adapt**. You can track clicks, reading time, and engagement rates in real time to optimize every campaign and get the best possible ROI.

Your content becomes **dynamic and available 24/7**. Readers can access it anytime, on any device, and your message remains visible long after publication.

It's also a more **interactive and engaging experience**: clickable links, videos, animations, forms... your ad becomes an immersive experience that captures readers' attention.

By going digital, you project a **modern and eco-friendly image**. You reduce your environmental footprint while embracing an innovative and sustainable approach.

Sharing is also easier than ever: your articles and ads can be instantly shared on social media or via email, amplifying your visibility with no extra effort.

Plus, the digital magazine creates a **natural synergy** with your online presence: with a single click, readers are redirected to your website, product page, or online store, reinforcing your overall marketing strategy.

And that's not all — going digital is also a powerful **visibility and SEO** tool. Every online article becomes a gateway to your brand. Thanks to search engine indexing, your content remains accessible long-term and keeps attracting new readers. **More clicks, more shares, more traffic: a living, lasting showcase for your business.**

Digital formats also promote **better message retention**, thanks to the combination of sound, motion, and visuals. Readers enjoy a full sensory experience that leaves a lasting impression.

Finally, being featured in a recognized digital magazine **boosts your credibility**. You position yourself as an innovative and influential player in your industry.

The Future, Starting Today

Our mission remains the same: to **inform, inspire, and connect**.

But with this digital shift, we're offering you a more dynamic, more accessible, and future-forward experience.

Digital edition of L'Automobile

V2V TECHNOLOGIES CELEBRATES 25 YEARS OF INNOVATION AT THE HEART OF THE AUTOMOTIVE INDUSTRY

On December 12, V2V Technologies will mark an important milestone in its history: 25 years of innovation, growth, and strong partnerships serving the automotive industry.

The company invites its clients, partners, and collaborators to an exceptional cocktail dinner to be held at its Montreal offices (4460 Bélanger Street), from 5 p.m. to 11 p.m. The event will bring together key industry players from across Quebec, Ontario, and even Vancouver.

Among the guests of honor are several major industry names, including NAPA, Carquest, AutoValue, Entrepôt de Montréal, and Uni-Select, along with strategic financial partners Desjardins and Catalyst.

On the agenda:

- A refined cocktail dinner
- Exclusive networking opportunities among decision-makers
- A retrospective of the company's major achievements
- Exclusive surprises
- And a **grand prize draw for a trip to New York** to wrap up the evening in style

"This anniversary is, above all, a collective celebration," emphasizes the V2V Technologies team. "It's thanks to the trust of our partners and the passion of our employees that we've been able to push the boundaries of innovation for the past 25 years."

Guests are encouraged to confirm their attendance as soon as possible, as space is limited.

A quarter-century of excellence deserves to be celebrated with the best!

[Reservation Form](#)

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DECEMBER

12

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OF OUR**

25

years of innovation

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GEM-CAR UNVEILS VERSION V16: A NEW ERA IN AUTOMOTIVE SHOP MANAGEMENT

Always at the forefront of management solutions for the automotive industry, GEM-CAR has just launched its brand-new Version V16. This update marks a major milestone in the evolution of the software, recognized across North America for its reliability, efficiency, and user-centered approach tailored to the needs of independent repair shops.

A Version Designed for Modern Workshops

For over 25 years, GEM-CAR has been supporting repair shop owners in managing their daily operations. With V16, the company reaffirms its commitment to empowering professionals to tackle new market challenges: digitalization, customer experience, connectivity, and profitability.

V16 was designed based on user feedback and industry trends. It's not just a technical update—it's a true evolution of the GEM-CAR ecosystem, built to simplify workflows and boost shop performance.

Key Highlights of V16

Version V16 introduces several strategic improvements:

- **Redesigned Interface:** More intuitive, smoother, and mobile-friendly, allowing advisors and technicians to save valuable time every day.
- **Enhanced Integrations:** Optimized connection with GEM-PAY (integrated payments), GEM-LINK (CRM and loyalty), and other key modules for complete and centralized management.
- **Upgraded Diagnostic and Tracking Tools:** Making decision-making and real-time performance monitoring easier than ever.
- **Increased Automation:** Reducing paperwork and allowing managers to focus on growing their business.
- **EV (Electric Vehicle) Features:** With new options tailored to the evolving needs of shops looking to stay competitive in the era of next-generation vehicles.

Addressing Industry Challenges

With ongoing labor shortages, increasingly complex vehicles, and evolving customer expectations, repair shops must adapt. GEM-CAR V16 rises to these challenges by offering:

- **Improved Productivity** : Through simplified workflows.
- **Enhanced Customer Experience** : With integrated communication tools (SMS, automated emails, appointment reminders).
- **Greater Profitability** : Thanks to more accurate reports and better visibility into margins and performance.

A Launch Focused on the Future

The launch of GEM-CAR V16 comes with a clear vision: to help independent repair shops **stay competitive against large chains** and take part in the mobility of tomorrow.

"Our mission is simple: to provide shops with the most powerful tools to manage, retain, and grow. With V16, we're taking another step forward by bringing technology and people even closer together," says Guy Pelletier, President of GEM-CAR.

A Community-Driven Development

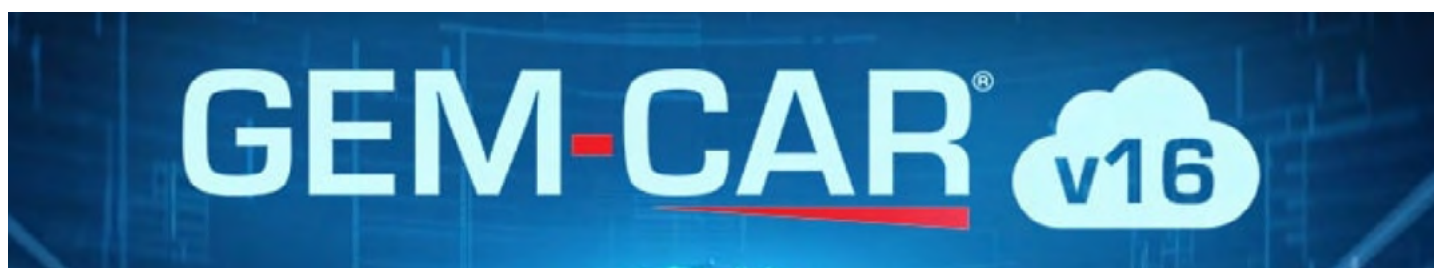
As always, GEM-CAR involved its user community in the design and refinement of this version. Feedback from shop owners, technical advisors, and trainers helped create a solution that truly reflects real-world needs. V16 is therefore the result of a **collaboration between GEM-CAR and its network**, reinforcing the idea that the software is not just a tool—but a strategic partner for workshops.

Conclusion

With V16, GEM-CAR once again proves its leadership in automotive shop management software. More than just an update, it's a **forward-looking platform** designed to support professionals in an ever-evolving environment.

The launch of this version opens a new chapter—one of connected, sustainable, and customer-focused mobility, where GEM-CAR continues to play a key role.

Learn more about GEM-CAR and GEM-CAR V16: www.gem-car-cloud.com



KIA UNVEILS ITS 2027 TELLURIDE HYBRID!

As expected, it was at the recent Los Angeles Auto Show that Korean automaker Kia, closely related to Hyundai, unveiled the 2027 version of its large Telluride SUV. But there was a surprise: in addition to a completely redesigned front grille — now covering the entire front end — the showcased powertrain was a 2.5-litre turbocharged four-cylinder paired with two electric motors, producing a combined 329 horsepower. As a result, this SUV now carries the name Telluride Hybrid. Notably, no V6 engine will be offered.

Naturally, the Kia Telluride is expected to share most of its components with the new Hyundai Palisade Hybrid. Incidentally, the Palisade's interior, for its part, is carried over unchanged. One last surprise... there will be no 2026 model year for the Telluride, as Kia has chosen to introduce its updated version directly as a 2027 model.



Photo : Kia

LEXUS INTRODUCES THE ALL-ELECTRIC LFA CONCEPT SPORTS CAR

Lexus has officially revealed the LFA Concept, a fully electric sports car designed as the spiritual successor to the iconic LFA. Inspired by the “Shikinen Sengu” philosophy — which focuses on preserving craftsmanship while renewing it — this concept signals the brand’s ambition to merge performance heritage with full electrification.

Built on a lightweight yet highly rigid aluminum structure, the LFA Concept features a low center of gravity, optimized aerodynamics and a cockpit crafted for pure driver engagement. Lexus highlights an immersive driving position, a performance-oriented steering wheel and intuitive control placement, all engineered to deliver a highly responsive experience.

Although Lexus has not disclosed specifications such as battery capacity or power output, the brand promises “thrilling driving performance” paired with bold design. The LFA Concept demonstrates Lexus’s commitment to shaping the future of high-performance electric vehicles, positioning this model as a potential milestone in the evolution of premium EV sports cars.

[Read the release](#)



Photo : Lexus

BRIDGESTONE ANNOUNCES NEW GLOBAL PRESIDENT AND CEO

Japanese tire manufacturer Bridgestone has announced major changes in its global leadership. Effective January 1, 2026, Yasuhiro Morita will assume the role of global President and CEO, succeeding Shuichi Ishibashi.

This decision reflects the company's commitment to supporting substantial growth as it approaches its 100th anniversary in 2031. Mr. Ishibashi has successfully completed the objectives assigned to him and will retire on December 31. He is also expected to resign from the board of directors during the next shareholders' meeting, scheduled for March.



Photo : Bridgestone

▲ Yasuhiro MORITA

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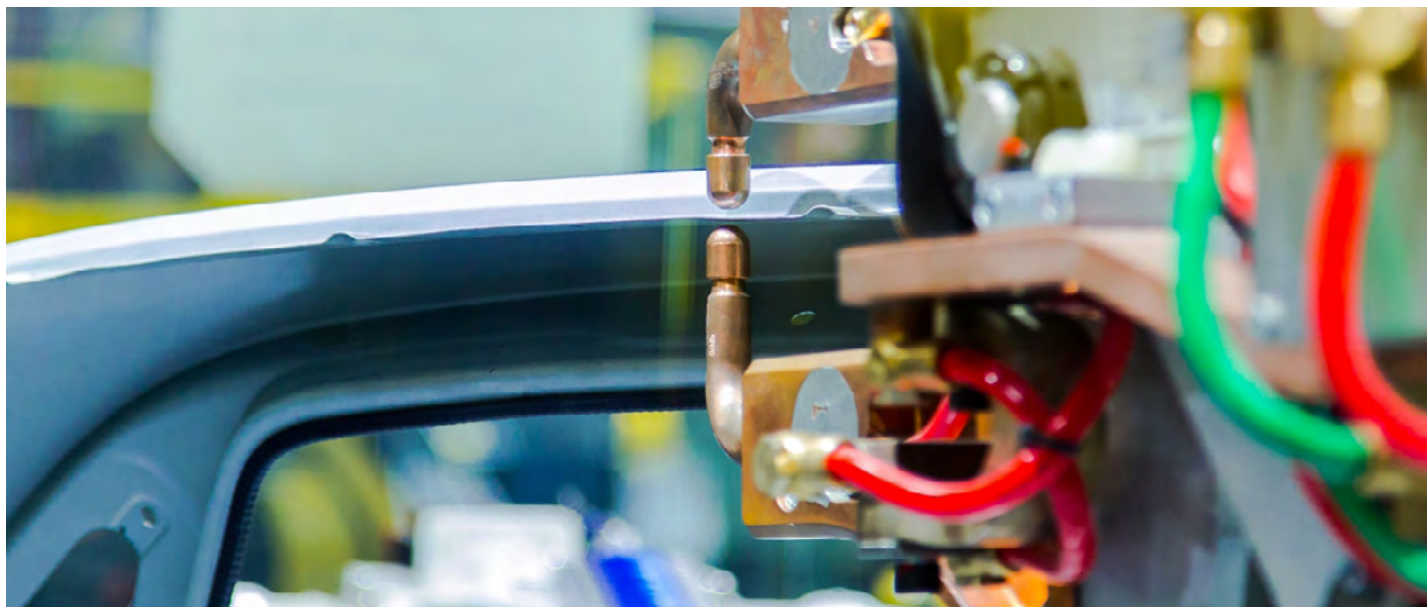
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LUCID SLOWS GRAVITY RAMP-UP AS REVENUE RISES BUT TECHNICAL CHALLENGES PERSIST

PersistLucid Group released its third-quarter 2025 results, showing strong revenue growth but continued production challenges. According to PR Newswire, the company generated \$336.6 million, up 68% year-over-year. However, only 3,891 vehicles were produced, limiting Gravity SUV availability across retail networks.

As reported by TechCrunch, Lucid is still managing software issues—particularly with the head-up display—and delays in sourcing key components. These technical and supply-chain challenges slow the production ramp-up, reduce test-drive availability and extend customer delivery timelines. Lucid maintains that it prefers delaying shipments rather than releasing a product that doesn't meet its quality standards.



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JACQUES MAHEUX : **A BUILDER OF THE AUTOMOTIVE** **INDUSTRY RETIRES AFTER 43 YEARS** **AT CAA-QUÉBEC**

After an outstanding 43-year career at CAA-Québec, including 30 years in key leadership roles, Jacques Maheux is stepping down. Today, we salute a prominent figure in the automotive and mobility industries with deep admiration and immense respect. His legacy is one of innovation, humanity, and a clear, forward-looking vision.

Having joined CAA-Québec more than four decades ago, Jacques witnessed and helped shape the organization's evolution. He supported and led major transformations in the industry with determination, moving from traditional roadside assistance to connected mobility, and adopting electric vehicles long before they became a trend. His ability to anticipate change and prepare the CAA-recommended garages network and its teams for the challenges ahead is truly exemplary.

One of Jacques Maheux's greatest accomplishments was leading the digitalization of the CAA-Québec authorized vehicle inspection centers. This major transformation improved operational efficiency and enhanced the member experience, paving the way for faster, more connected services that better meet the modern expectations of both drivers and auto professionals.

Jacques also played a central role in launching the Clé Verte Program, a pioneering environmental initiative aimed at reducing the ecological footprint of automotive shops. This program helped establish the network as a group of committed actors in sustainable mobility, well before it became essential. Another key innovation was implementing the 2-year / 20,000 km warranty on repairs done for CAA-Québec members within the network, further strengthening driver confidence and positioning our partners as a benchmark of quality and reliability.

Beyond his internal responsibilities, Jacques Maheux was actively involved in the wider automotive ecosystem. As a member of several committees, he contributed to standardizing practices and programs that benefited the entire sector. A true visionary, he recognized early on the growing importance of electric vehicles and supported the development of this program within the CAA-Québec recommended garages network.

Jacques was not only a strategist; he was also a man of the field and of human connection. His involvement in activities such as ski outings, networking events, and regional meetings reflects his ability to bring people together, strengthen industry relationships, and build lasting bonds founded on trust and mutual respect. Colleagues and partners describe him as a generous mentor, always ready to share his knowledge and support the next generation.

As he steps into retirement, Jacques Maheux can look back with pride. He leaves behind a lasting legacy: the implementation of quality control surveys and mystery visits across the network, the successful digitalization of CAA-Québec's authorized inspection centers, a pioneering environmental program through Clé Verte, a unique warranty program strengthening trust with drivers, active involvement in several industry committees, recognized expertise in electric vehicles, and most importantly, a culture of excellence and humanity passed on to future generations.

On December 19, Jacques will turn the page on his professional life to enjoy a well-deserved retirement. Those who know him are confident he'll bring the same energy to his personal projects, passions, and time with loved ones as he did throughout his remarkable career.

FILE





EVENTS

AJAC TESTFEST – A MAJOR EVENT!

Every year, the members of the Automobile Journalists Association of Canada (AJAC) are tasked with helping the public discover which vehicles are most likely to win their hearts. The process culminates in the announcement of the Car of the Year, the Utility Vehicle of the Year, and the Best Electric Car and Utility Vehicle available to Canadian consumers.





▲ Our journalist Eric Descarries was honored for his lifetime career by AJAC during the annual TestFest dinner. His friend and fellow AJAC journalist (left) Howard Elmer and AJAC President Evan Williams presented him with the trophy. (Photo: AUX Media)

In general, AJAC's administrators can identify most vehicles that meet the competition's eligibility criteria, but several manufacturers operating in the country are also taken into consideration. That's where the event known as TestFest comes in. Quite different from what it used to be (back when organizing it cost a small fortune), TestFest is now more relaxed, allowing participants—about forty journalists recognized as highly active in the field—to drive more new models on public roads than on a racetrack.

This year, for the second time, the Festival took place north of Toronto in Mono, in a picturesque wine country setting. Several manufacturers took the opportunity to let attending journalists test-drive vehicles that are harder to access at this time of year. Among them was the German brand Porsche, which not only brought three of its latest models (including a new hybrid 911), and American automaker Lucid, which showcased its new Gravity SUV.



▲ Surprisingly, the small American automaker Lucid managed to include its brand-new Gravity SUV in the TestFest lineup.



▲ Stellantis had entered its brand-new all-electric Wagoneer in the TestFest lineup.

While journalists drove these vehicles on country roads and some faster provincial routes, a few automotive accessory suppliers—like Continental tires—presented their latest innovations in the meeting room. Others, like Toyo (tires), sponsored the event while meeting journalists on site. The IVY group was in charge of charging the electric vehicles. Lastly, oil company Shell once again sent its presenter, Sean Nguyen, to brief us on the upcoming PC-12 engine oil formula. Shell was also the sponsor of the AJAC Annual General Meeting, which took place the day before the event.

This nearly three-day event served as a launchpad for the participating journalists, who must first vote for an initial group of five “winners” per category. These will then be presented, just like last year, at the Montreal Auto Show. Journalists will then return to their computers for a second round of voting that will guide them toward selecting the final winners in four categories. The “Grand Prizes” will be officially announced at the Toronto Auto Show this coming February.

Note that AJAC will also carry out a complementary program requiring a select group to choose the **“Innovations of the Year.”** L’Automobile will be following the entire process to keep you informed of the results.



▲ Hyundai had included its new Palisade SUV in the competition.



▲ The German automaker Porsche introduced us to its electric Macan.



▲ Toyota had the audacity to include the PHEV (plug-in hybrid) version of its new RAV4 in the TestFest — a first for all the journalists in attendance.



▲ A few interesting new sports cars could also be seen at the event.



▲ There were numerous SUVs in the running at the AJAC competition.



CARQUEST CANADA: 30 YEARS OF PASSION AND CLOSE TIES WITH REPAIR SHOPS

In 2025, CARQUEST Canada is celebrating its 30th anniversary. Three decades of serving automotive professionals, three decades of innovation, growth, and above all, close ties with those who keep vehicle maintenance and repair alive across the country. This milestone is a chance to look back on a collective journey, supported by a network of committed repair shops and strong banners like Autoplacement and Technet, which today help extend the brand's reach.

The Beginnings of a North American Adventure

CARQUEST's story began in the United States in 1974, but it was in the 1990s that the company truly took root in Canada. At the time, the Canadian auto parts market was undergoing a major shift: vehicles were becoming more complex, onboard technology was evolving, and independent shops were seeking ways to stay competitive.

It was in this context that CARQUEST quickly established itself as a key player. By focusing on proximity, parts availability, and quality technical service, the company stood out from traditional distributors. Its growth was rapid, thanks to strong partnerships with parts stores, efficient distribution centers, and ongoing support for mechanical workshops.

30 Years of Evolution and Innovation

Over the years, CARQUEST Canada has continuously evolved to support independent garages in meeting their challenges. Logistics, computerization, and then digital transformation have completely reshaped the trade.

- **In the 2000s**, CARQUEST became synonymous with ongoing training and technical support.
- **In the 2010s**, the brand focused on integrating new technologies and standardizing processes to help shops boost efficiency and profitability.
- **Today**, on the cusp of 2030, CARQUEST continues its mission: to provide professionals not only with quality parts but also with management tools, marketing programs, and high-level technical support.

This ability to adapt explains the brand's longevity and strength in Canada. Over 30 years, it has built a relationship of trust with thousands of independent garages, becoming more than just a supplier: a true business partner.

Autoplace: The Strength of a Local Banner

One of the pillars of this success is without a doubt the Autoplace banner. Created to unite and promote independent repair shops, it gives garages a strong identity that's recognized by drivers.

Autoplace emphasizes transparency, professionalism, and trust. Under this banner, shops benefit from marketing support, customer loyalty tools, and privileged access to CARQUEST's technical training programs.

The result: better-equipped garages that can meet their clients' expectations, and a consistent image that reassures consumers.

Today, Autoplace represents a genuine community of passionate entrepreneurs, proud to display a logo that stands for quality and closeness.

Technet: A Global Network Serving the Local

Another flagship banner is Technet. This international network of repair shops, backed by CARQUEST, is present in several countries and brings together thousands of independent garages.

In Canada, Technet stands as a symbol of trust. Shops operating under this banner benefit from increased visibility, but more importantly, from tangible advantages:

- **National warranty programs** that give peace of mind to customers, wherever they are.
- **Digital tools** to manage appointments and customer relationships.
- **Ongoing training and support** to stay at the forefront of automotive innovation.

Thanks to Technet, CARQUEST connects independent garages to a global dynamic while maintaining a deeply local approach.

A Community at the Heart of Success

Beyond the numbers and years, CARQUEST Canada is about people. From distributors to technical advisors, banner managers to the owners of Autoplace and Technet garages — they all play a part in this story.

Each repair shop represents an entrepreneurial journey: the story of a garage owner who chose independence, supported by a banner that enables them to compete with larger networks. This combination of autonomy and collective support has been CARQUEST's strength for the past 30 years.

30 Years... and Looking Ahead

While CARQUEST Canada proudly celebrates its past, the company is firmly focused on the future. Tomorrow's challenges are many: vehicle electrification, increasingly sophisticated diagnostic tools, the need to train and retain skilled workers, and growing consumer expectations for transparency and speed.

With its Autoplace and Technet banners, CARQUEST intends to keep supporting repair shops through this transformation. Its promise remains the same as in the beginning: to provide the best parts, the best support, and the best expertise so that independent garages stay at the heart of mobility for Canadians.

Conclusion

In celebrating 30 years in Canada, CARQUEST isn't just marking an auto parts story — it's honoring a human and entrepreneurial adventure.

Thanks to Autoplace and Technet, the company has built a solid, resilient network where each shop is supported and valued.

Three decades down... and many more roads ahead. CARQUEST Canada keeps moving forward, staying true to its mission: to be the trusted partner of independent repair shops for the next 30 years — and beyond.



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BMW-MINI: RETAIL.NEXT – RETHINKING THE DEALERSHIP FOR THE EMOTIONAL ERA OF MOBILITY

In recent years, the automotive industry has been undergoing a transformation that goes far beyond the product itself. Vehicles are becoming electric, connected, and highly customizable — and customers now expect more than just a transaction: they want an experience. With Retail.Next, BMW and MINI have chosen to completely rethink how they welcome, inform, and support their clients, reinventing the dealership as a space for living, inspiration, and human connection.





This major project by Groupe Park Avenue — the first in Québec to adopt the Retail.Next philosophy — combines sophistication with sustainability, integrating a solar wall, a rainwater collection basin, and an energy-efficient design to deliver a premium experience built for the future. The festive launch event took place on October 15th, with Mr. Norman John Hébert, President and CEO of Groupe Park Avenue, and Mr. Bruno-Pier Dubeau, General Manager of BMW/MINI Brossard, in attendance. The event also showcased several exceptional models, including the BMW Z8, M4 CSL, and M2 CS.

Retail.Next isn't just another marketing strategy — it's a whole new architectural, digital, and human language being applied to the dealership network. The first redesigned locations, already visible in Europe and North America, clearly signal the direction the group intends to take: a warmer, more fluid, more contemporary approach where every visitor can feel supported, respected, and in control of their own journey.

Open, Design-Focused Spaces

One of Retail.Next's most recognizable features is the disappearance of traditional spatial hierarchy. There's no more formal front desk, no advisor seated behind a screen opposite the client. Instead, there are open, flexible, light-filled spaces inspired by modern hospitality and Scandinavian design principles.

Natural materials, warm textures, indirect lighting, and minimalist staging make the space feel more like a creative studio or an upscale lounge than a conventional dealership. MINI, true to its urban and expressive DNA, takes the concept even further by creating playful, welcoming, almost community-oriented zones.

The message is clear: this isn't just a place to sell cars — it's a space where visitors can take their time, explore, connect, and dream.

A Customer Journey Free of Pressure

Retail.Next is also built on the desire to eliminate the feeling of a hard sell. Salespeople become Product Geniuses — guides rather than sellers. Their role is to inform, simplify, and support — never to push.

Digital tools play a key role: tablets, immersive configurators, augmented reality to view your vehicle in life-size, interactive touchscreens... but always with subtlety. Technology isn't showcased as a gimmick — it's used to make the experience smoother and more intuitive. You can start configuring a model over coffee, continue on the website from home, and return to finalize in person. Retail.Next blurs the line between physical and digital.

A Smoother Transition to Electrification

As BMW expands its electric lineup and MINI shifts toward a predominantly zero-emission future, Retail.Next makes the transition easier for customers. New educational zones explain everything: charging infrastructure, real-world range, usage costs, software environments, and connected services.

Rather than overwhelming clients with technical jargon, the dealership becomes a place to learn, test, compare, and embrace electromobility in a reassuring and inspiring environment.



A Transparent, Almost Theatrical Workshop

Another innovation: the service workshop is no longer hidden away at the back of the building. In some Retail.Next concepts, it's visible from the reception areas — a glassed-in stage where technicians work with precision. This choice builds trust and highlights the mechanical expertise often overlooked in traditional dealerships.

Transparency becomes part of the experience: you can see, understand, and even interact with the specialists. MINI brings a lifestyle twist to this idea by integrating a café or coworking space, allowing customers to wait for their vehicle in a pleasant, engaging setting.

A Human-Centered Vision

At the heart of Retail.Next is a clear belief: brands are no longer defined solely by their products, but by the quality of the relationships they build. BMW and MINI aim to restore the dealership to its true role — a privileged point of contact, rooted in the local community and capable of hosting events, launches, tech workshops, and even cultural activities.

Retail.Next doesn't enforce a one-size-fits-all design — it offers a flexible framework that can be adapted to different markets and regional identities, allowing each dealership to retain its own personality.





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DO YOU KNOW ABOUT SEMA?

Most major newspapers and automotive publications enjoy covering and photographing the world's biggest auto shows held in major cities around the globe. However, interest in these grand showcases has significantly declined on many levels since the infamous "pandemic." While most of these auto shows are primarily geared toward consumers, there are a few highly specialized shows that capture the attention of professionals in vehicle maintenance, repair, or modification. Many of these events seem limited to industry insiders. And yet...



▲ Ford showcased at its booth this modified compact pickup, featuring a turbocharged four-cylinder Mustang engine (300 horsepower!) under the hood! (Photo: Ford)

The SEMA Show in Las Vegas

The most well-known of these events is the SEMA Show (Specialty Equipment Manufacturers' Association), which started back in the 1960s in Los Angeles but quickly moved to Las Vegas, where its many (and massive) exhibition halls have transformed it into a mega-spectacle.

In fact, the SEMA Show is an industry-only event, requiring attendees to register in advance. But in recent years, anyone has been allowed to visit on the final day (Friday) for a reasonable entry fee — reasonable, that is, considering everything there is to see.

Most manufacturers of performance parts and related accessories — including paints and other components — are present year after year. But what truly excites auto enthusiasts are the cars and trucks on display: thousands of unique vehicles! There's even a beauty contest for them, the famous **Battle of the Builders**.



▲ Japanese automaker Toyota tasked its American division with building an off-road adventure vehicle based on the Tacoma, powered by hydrogen propulsion, for SEMA. (Photo: Toyota)

But that's not all. Automakers themselves also take part, often choosing the event to unveil new or special-edition models. Some of these vehicles might even make it to production!

Notably, Ford, Stellantis (Dodge and Ram), Nissan, Toyota, and many others were once again present this year with their own modified vehicles.

Ironically, another major exhibition takes place in Las Vegas at the very same time: **AAPEX** (Automotive Aftermarket Products Expo), a show focused on automotive products like oils, waxes, replacement parts, and more. It's a space where manufacturers can showcase their offerings and answer questions from attendees — again, primarily industry and trade professionals.

Finally, one of the largest and most important sections of the SEMA Show is the **Tire Pavilion**, where many manufacturers — including new Chinese startups — take the opportunity to launch new products.

There are simply too many exhibitors to name them all here. So, I highly recommend visiting the official SEMA website (semashow.com) to learn more. But even better, why not consider organizing a group trip to attend next year's show, from November 3 to 6, 2026?



▲ In the Battle of the Builders competition, there was a Compact and Import Performance category — the winner was this 1960 Porsche by coachbuilder Tim Franklin. (Photo: SEMA)



▲ This 1967 Chevrolet pickup earned young coachbuilder Thomas Dickerson the title of BFGoodrich Young Guns. (Photo: SEMA)



▲ This fully customized 1936 Ford is the result of the expert craftsmanship of Troy Trepanier's workshop. The vehicle earned him the 2025 SEMA Trophy in the Battle of the Builders. (Photo: SEMA)

FILE



BY ÉRIC DESCARRIES



PORTRAIT

ROGER ALLARD REVIVES THE BRAND THAT BEARS HIS NAME

A few months ago, we published an article about one of Québec's small automakers. At the time, it focused on Michel Pigeon, well known in the community for his Cobra and Ford GT-40 replicas. But Pigeon isn't alone in this field. While he may be one of the most prolific builders in the province, we also have to mention Roger Allard. He doesn't build at the same pace as Pigeon, but his vehicles are far more sophisticated — and more expensive!





▲ The workshops at Allard Motor Works (officially known as Les Automobiles Allard) in Laval are as spotless as an operating room! (Photo: Éric Descarries)

The cars Roger Allard builds are also replicas — but of much older and much rarer vehicles than Pigeon's. In fact, Roger Allard runs a small company in Laval that builds replicas of... Allards! And not just any models, but the J2X, originally produced from 1952 to 1954 by British automaker Sydney Allard.

Roger Allard, a Franco-Ontarian, wasn't originally part of the automotive world. He was a communications consultant — a “problem solver,” as he likes to call himself. He first learned about the Allard brand in the 1990s, through magazines. He eventually saw his very first Allard at the famous Beaulieu Museum in England. It was love at first sight. He had to have one.

Roger then learned that an American in San Diego had been producing (poor) replicas. So he went all in — not just to buy a replica, but to acquire the entire company, including the fiberglass body molds. Seeing that everything needed to be redone, he turned to skilled individuals — talented Quebecers who knew how to do exceptional work. It's no surprise that the name Terry Maxwell (a.k.a. Zeke — whose story also happens to appear in this issue) came up. Together, they assembled the first example.

Roger Allard is a perfectionist. He eventually created his first prototype, the Allard 001, which was quickly snapped up by a collector in Sedona, Arizona. Roger personally delivered the car, but on his way to the American Southwest, he made a detour to Santa Monica, California, where a dealer had arranged a visit with renowned collector and television personality Jay Leno. That first meeting is even available to watch on YouTube.



▲ There's no place where Roger Allard is happier than in his workshop. (Photo: Éric Descarries)

After a four-year adventure in California — where the market for exceptional cars is especially strong — Roger returned to Québec. For the past four years now, he's once again been operating a small, ultra-specialized workshop in an industrial park in Laval. When we visited in early November, the company, Les Automobiles Allard (or more affectionately, Allard Motor Works), was working on vehicles number 027 and 028.

Of course, Roger always saw the U.S. market as his main outlet. However, recent policy changes under its president (Trump, though unnamed) somewhat dampened the enthusiasm of the entire collector car industry. Roger himself had a less-than-pleasant experience when trying to deliver a new vehicle across the border. Upon arriving at customs, officers demanded a rather hefty “tariff” to let the car through. Our entrepreneur decided to turn back and reassess his accounting.

But that was just a temporary setback. Roger Allard won't be discouraged so easily. In fact, he's already found buyers in New Zealand, China, Spain, Switzerland, and elsewhere. He'll find a way forward — no doubt about it.

The Car

At Allard Motor Works in Laval, only one model is produced: the J2X roadster (though there's something new in the works... but it's still a secret!). The chassis is hand-built on-site, with a wheelbase that's five inches longer than the original 1950s Allard models to make cabin access easier. Meanwhile, Allard's lead technician, British native Greg Baker — formerly a mechanic for some Formula One teams — carefully oversees the assembly of the suspension and mechanical components.

Originally, the J2 models could be powered by Ford Flathead V8s, but when the J2X series launched in the 1950s, customers started receiving 331-cubic-inch Cadillac and Chrysler Hemi V8s. Roger Allard has kept this spirit alive by choosing modern Cadillac V8s, Chevrolet LT3 and e-Rod engines, as well as 5.7L and 6.1L Chrysler Hemis, paired with either a manual Tremec transmission or a GM automatic.

"What's nice about the GM engines," says Baker, "is that they can come with factory electronic connections, which makes integrating the electronics easier and helps with emissions compliance."

It's worth noting that the new Allards are fully compliant with strict modern emissions standards — including those set by the NHTSA (National Highway Traffic Safety Administration). Each vehicle comes with its own certified VIN number. Currently, Allards leave the factory equipped with Uniroyal tires.

Thanks to advances in computing, Allard Motor Works is now able to manufacture many parts in-house — components that previously had to be sourced from small, often unreliable suppliers that couldn't always meet the brand's high standards. Today, the company uses 3D printers and a CNC machine in its operations.

It's also worth noting that Allard shares its space with another company it collaborates with — Felino — which will be featured in an upcoming issue.



▲ Still, Roger also has to take care of the company's administration! (Photo: Éric Descarries)

The fiberglass or carbon fiber bodywork (depending on the customer's choice) is now created using the molds purchased in California, which were carefully refined over time. Faithfully reproducing the original lines, these bodies have been slightly modernized — if only by the addition of a rear trunk that can fit two golf bags!

We had the privilege of seeing a mock-up of a removable roof prototype, which is expected to be offered a bit later. It's worth noting that the front hood is made of metal — a component Roger Allard entrusts to a specialist who handcrafts each individual louver! The car's paint is baked for a durable, high-end finish.

Special attention has been given to the interior, where the leather finish is simply impeccable. Even the (classic-style) gauges are custom-made for Allard, proudly displaying the brand's name in the original typeface.

In one of the completed models awaiting delivery, Roger Allard showed us a few modern additions, such as a wireless phone charging pad — and one less modern but delightful touch: a storage case between the two seats for... an umbrella!

Now, the big question: how much does an Allard cost? For the moment, Roger Allard gave us a clear answer: \$225,000 CAD. Of course, additional charges may apply for special or unforeseen options. The build time is estimated at 7 to 8 months.

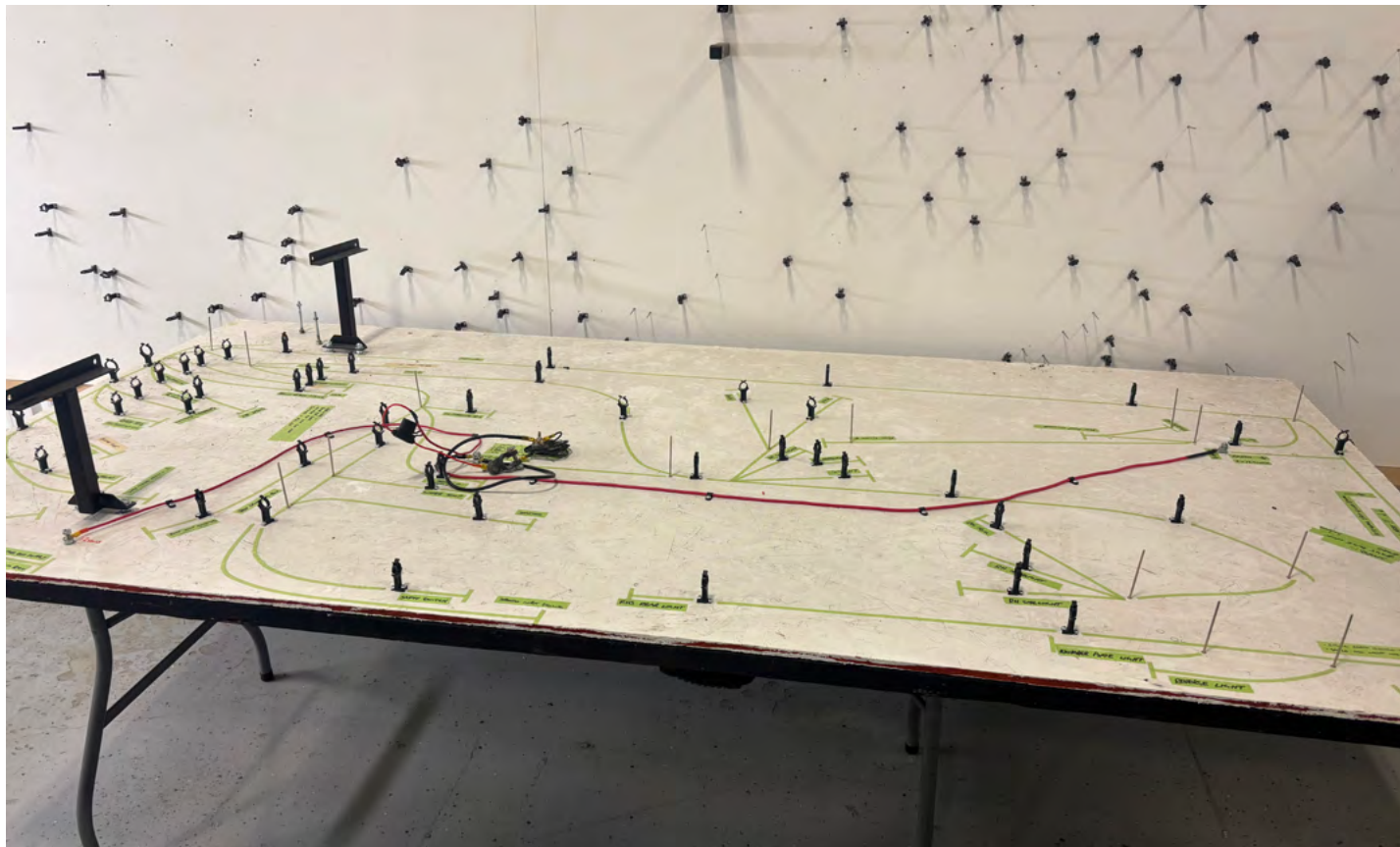
But in the end, what you get is a truly original vehicle — a stunning replica of a legendary vintage car, delivered with modern flair!



▲ The interior of an Allard is almost a work of art. (Photo: Éric Descarries)



▲ Roger Allard personally promoted his car at Watkins Glen. (Photo: Éric Descarries)



▲ This table serves as the workstation for the electrical wiring of an Allard. (Photo: Éric Descarries)

TERRY MAXWELL, A LIVING LEGEND OF THE QUÉBEC AUTOMOTIVE INDUSTRY

Just recently, Terry Maxwell, also known as Zeke, published a book about SLP — his adventure with General Motors and the Chevrolet Camaro and Pontiac Firebird duo, which, at the time, were built at the GM plant in Sainte-Thérèse. A plant that, as we all know, no longer exists.

► *When we met him, Terry Maxwell was in the process of rebuilding this Pontiac V8.
(Photo: Éric Descarries)*



If the name Terry Maxwell doesn't ring a bell, it likely means you weren't involved in the automotive world during the 1970s and '80s. You probably weren't involved in motorsports either. That's because Terry — a Québec native born in Ville Lachine — was one of the major players in the custom car scene of the time, especially in drag racing, but also in stock car, road circuit, karting, and more.

Terry, better known by his nickname "Zeke," was (and still is) a true magician of performance mechanics. The engines he built were virtually indestructible. One thing led to another, and he eventually found himself working with some of the biggest names in the racing industry. One of them, American Ed Hamburger, steered him toward developing performance versions of the Chevrolet Camaro and Pontiac Firebird, which at the time were being assembled at the GM plant in Sainte-Thérèse.

In fact, if you want to know more, you'll need to get your hands on Terry's book (which isn't available in stores — it can only be purchased directly from him... more on that later).

Terry — or Zeke, if you prefer (a nickname given to him by one of his early employers, Motion Performance, who liked to assign nicknames to employees) — got his nickname from a comic strip character: a giraffe named Zeke. That's because young Terry was a tall, lanky teenager, with a build not unlike a giraffe's!

He fell in love with motorsports early on. At the time, he was just starting out as a mechanic and had set up shop in a small garage in Laval with friends including Glen Chapman (of Fast Wheels) and Michel Gou (from Polytechnique Montréal). Eventually, Terry would relocate to other facilities in Lachine.

Really, the best way to learn more about his career — and at the same time, the evolution of Québec's motorsports scene during an era when local racers were making their mark across North America — is to pick up Terry's book. That's where you'll discover how Zeke rose through the ranks, going from a volunteer mechanic for some of the continent's top racing teams to a championship-winning driver in his own division.

It's all told in rich detail in Terry's book — which, for now, is only available in English.



▲ Although he's "retired," Terry Maxwell still rebuilds carburetors. (Photo: Éric Descarries)

It was in this world that he met Hamburger (mentioned earlier), who asked for his help when GM Canada began producing the F-Body cars (Camaro and Firebird) in Sainte-Thérèse. Ed Hamburger had managed to convince the top brass at Chevrolet to offer SS versions of the Camaro, and later, convinced Pontiac to create Firehawk and WS6 versions based on the Firebird. GM executives quickly realized it was more practical — and cost-effective — to convert the Firebirds built in Sainte-Thérèse into Firehawk or WS6 models at a facility located as close as possible to the GM plant. And that's when Hamburger, already overwhelmed with contracts, asked Terry to take charge of this new venture.

To make a long story short, Maxwell had to leave his own shop — where he had already built a solid reputation — and set up not just one but several assembly facilities to produce the SS, Firehawk, and WS6 models, expanding operations as demand grew.

When we met him at his private garage in Saint-Constant, on Montréal's South Shore, Terry — who speaks French quite well, albeit with a completely charming English accent — had a lot to share about the adventure known as SLP (Street Legal Performance). Still, he prefers that readers pick up his (generously illustrated) book, where he tells the full story in great detail.

The SLP adventure lasted from 1995 to 2002 — the production span of the fourth-generation Camaro. It ended when the model was discontinued, though it would return in 2010. But by then, it was no longer built in Québec. In fact, the GM plant in Sainte-Thérèse had shut down by then.

This makes Terry Maxwell one of the most prominent figures in the "small history" of Québec's automotive industry. And that's precisely why we sat down with him.

Of course, SLP attempted to reinvent itself through various ventures with emerging manufacturers — including Allard (featured elsewhere in this issue), Corbin, and the Merlin roadsters powered by Harley-Davidson engines. However, success was elusive. Eventually, Terry had to accept the difficult decision to shut the company down.



▲ Long before the SLP adventure, Terry already had a reputation as a "master mechanic," as seen here on the cover of an old Québec magazine dedicated to mechanics. (Reproduction)

Listening to the story of SLP as told by Terry Maxwell is truly fascinating. Fortunately, he had the foresight (and the courage and patience) to write and self-publish his book. And we are the ones who benefit the most from it!

It's hard to imagine that the man sitting in front of us is simply someone who enjoys rebuilding carburetors and engines in his personal garage. You might expect to see a man in a suit, lamenting the global financial events that led to the downfall of his business. But instead, I was sitting across from a humble mechanic who claims to hold no grudges about the past, and to carry only fond memories — including those of his late wife and great love, Claudette, who supported him through every chapter of his journey.

And what kind of philosophy does this man in his sixties live by today? He doesn't even mention the financial setbacks of the past.

"I'm above all that," he told us. "I'm in charge of my own life."

Terry continues to rebuild carburetors (he never transitioned to electronic fuel injection), along with performance engines. And to many racing fans and seasoned observers of the American automotive scene, he will forever remain one of the **"Legends of the unsung history of car building in Québec!"**



▲ The book is available exclusively from Terry Maxwell, by email only at slpcanadabook@videotron.ca (No orders via Facebook, Messenger, text, or phone.) The price is \$30 plus shipping, and Terry requests that you include your phone number. (Photo: SLP Canada Book)



▲ Terry enjoys cruising in this old 1964 Mercury, which he uses as a test car for the carburetors he rebuilds! Naturally, he also rebuilt its 352 V8 engine. (Photo: Éric Descarries)



▲ Terry Maxwell recently managed to find a Chevrolet Chevelle convertible similar to his former race car — the one that brought him so much success. (Photo: Éric Descarries)

DAMAGE ESTIMATOR — A PROFESSION IN EVOLUTION!



There was a time when the term “insurance adjuster” carried a somewhat questionable reputation. However, this profession — whose proper title is “automotive damage estimator” — plays a key role in the auto repair industry.

At least, according to our contact Mario Camirand, it’s now a profession that’s constantly evolving.

Our friend Mario began his career as a body repair technician — a trade he truly loved. But life had other plans. He suffered from work-related injuries — herniated discs, to be precise. Forced to pursue a new career, he wisely chose to enroll at Québec’s Automotive Vocational Training Center. His chosen path: damage estimation.

“It was the only direction that came to mind,” he told us. “I’m a bodywork guy. I’m hands-on, and this field aligned perfectly with my aspirations!”

After 25 years on the job, Mario recently retired from an insurance company — as those companies are now essentially the only ones still hiring in this line of work. For him, it was a fulfilling career. He took pride in the results. But after a quarter-century in the industry, he certainly witnessed some major changes, didn’t he?

“What stands out to me,” he said, “is first and foremost the types of steel used by manufacturers — they’ve changed a lot over the years.” According to Mario, today’s vehicles are built with central safety cells that are stronger than ever.

“Back in the day, a car involved in a collision might be crumpled all the way to the roof. Today, the central structure can remain almost untouched.”

He compares it to the protective central cell used in NASCAR race cars.

But in his view, that’s not what caused repair costs to skyrocket. The arrival of complex electronics changed everything — and naturally, drove prices up. And then there are the parts — many of which are now made from durable plastic.

So why are some damaged cars or trucks considered total losses?

Because in many cases, the cost of replacement parts alone exceeds the labor value.

Take headlights, for example — made of plastic, yet often incorporating LED bulbs and complex reflectors. Replacement with original parts can be shockingly expensive. Mario gives the example of a BMW X6 replacement headlight — which can cost upwards of \$9,900!



▲ Camirand’s miniature models are now being featured in American magazine articles.
(Photo: Nathalie Ménard via Mario Camirand)



▲ On his last day of work, Mario Camirand knew he would never forget the world of auto body repair.
(Photo: Nathalie Ménard via Mario Camirand)

But let's not have any of our readers take offense at these estimates — body repair technicians know exactly what things cost!

Mario Camirand was very clear with us: he has never taken a mechanic or a body shop for fools.

Just because a vehicle doesn't show visible, catastrophic damage doesn't mean there aren't extremely costly issues hiding beneath the surface.

Very often, vehicles can conceal broken components that aren't visible to the naked eye during an initial visual inspection.

According to Camirand, the profession of automotive damage estimator has changed a great deal.

One of his first big surprises came years ago when estimating damage on a Mitsubishi Lancer and realizing that the price of a replacement airbag had already reached \$2,000!

As he explained during our conversation, everything has become much more technical.

For example, straightening a section of a frame is no longer as simple as it used to be. Often, entire frame

rails — now integral to the vehicle's crash-absorption system — need to be replaced.

Moreover, older repair techniques and DIY approaches are no longer viable.

Those video clips you see online (often of dubious credibility and mostly of Asian origin) don't reflect how things are done here, where repair work is subject to strict inspection and quality standards.

Add to that the growing variety of materials.

Today's vehicles include more *aluminum* and other specialized materials, and these require specific tools — tools that must not come into contact with other metals, to avoid *chemical reactions*.

We've come a long way from the attitudes of some "adjusters" in the past, which gave damage estimators a somewhat negative reputation.

Mario Camirand explains that this old stereotype often stemmed more from the personalities of certain agents back in the day — or from the reluctance of shop owners who didn't like outsiders "wandering" through their work area.

So, what does the future hold for this profession?

According to Mario, *artificial intelligence* will soon play a significant role in the field.

With the rising cost of parts, we can also expect to see **more vehicles being declared total losses**.

Add to that the ongoing obsession with "green vehicles" — more and more players in the industry want to become environmentally responsible, which eliminates certain repair procedures or options that could be considered polluting.

And estimates are under more scrutiny than ever. Today, a vehicle must leave the repair shop looking exactly as it did before the accident — no exceptions.

Today, Mario Camirand may appear to be retired (after all, he just recently stepped away from work), but something keeps pulling him back: "I loved that world!" he says. And he simply can't let go.

That's why he now spends his time building model cars of all kinds — and in all scales.

"I've always done it," he tells us, almost as if he feels the need to justify it.

"It's part of my passion. I never had the space or the means to own true legends of the road or the racetrack. So... this makes up for it!"

Mario Camirand is the kind of estimator who never took a mechanic or technician for a fool.
(Photo: Éric Descarries)



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FILE



BY ÉRIC DESCARRIES &
PIERO FACCHIN



© Piero

FLEET 360°

GENESIS GV70 2.5T PRESTIGE 2026 – AUTUMN IN PREMIUM MODE

A ROAD TRIP TO OGUNQUIT TO EXPERIENCE GENESIS' GROWING EXPERTISE

As autumn colors set the landscape ablaze between Québec and the Maine coast, the Genesis GV70 2.5T Prestige proves to be the perfect road trip companion. Refined, dynamic, and richly equipped, the Korean SUV showcases, on this fall journey to Ogunquit, everything that now makes the brand a true contender in the premium segment.

To the Maine Coast with the Genesis GV70 2.5T Prestige: Autumn in High Definition

Autumn has that unique ability to turn any drive into an immersive experience. When the maples catch fire, the hills shift to deep crimson, and the air carries the earthy scent of damp leaves, the road becomes a living backdrop.

It was through this transforming landscape that a round trip to Ogunquit, Maine, was made behind the wheel of the Genesis GV70 2.5T Prestige. An ideal setting to assess the Korean SUV's versatility, comfort, and refinement — all while exploring its true long-distance touring potential.





From the very first kilometers, the GV70 stands out with its hushed composure. The soundproofing—remarkable for this segment—virtually erases the growl of the turbocharged four-cylinder engine. This 2.5-litre engine delivers 300 horsepower and 311 lb-ft of torque, paired with a well-calibrated 8-speed automatic transmission that offers smooth, controlled acceleration. Power is sent to all four wheels via a standard AWD system on this Prestige version.

As the blazing fall colors line the roadside, the cabin provides a calming contrast. Quilted leather, genuine aluminum, and driver-focused ergonomics—Genesis pampers its occupants with a level of detail rarely seen at this price point. The 14.5-inch horizontal screen is fluid and seamlessly integrated, handling navigation and settings, while rotary controls inspired by Korean jewelry design add an elegant touch. The test model's "Storr Green Matte" paint, new for 2026, drew a lot of attention.

The climb toward the border showcases the adaptive suspension, capable of smoothing out road imperfections while maintaining excellent handling. In Comfort mode, the GV70 glides over the asphalt as if riding on a cushion of air. But a quick switch to Sport mode reveals a sharper character: firmer downshifts, tighter steering, and a more expressive engine tone. Despite its size, the SUV feels balanced, composed, and surprisingly engaging.

The onboard tech also deserves praise.

Adaptive cruise control with driver-style learning, active lane-keeping, and especially the blind-spot cameras displayed directly in the instrument cluster all help turn monotonous drives into more relaxed journeys.

Add the head-up display, Lexicon audio system, traffic jam assist, and 360° camera, and the Prestige model presents a tech arsenal that easily rivals its German counterparts.

Further south, as I-95 nears the coast, the fall colors grow even more spectacular. Thanks to its expansive windows, the GV70 turns into a rolling observatory. The horizon lights up in burnt orange and vermilion red, with each hillside unfolding like an impressionist painting. Even on long straight stretches, the Korean SUV manages to make the drive engaging simply by letting the scenery do the talking.

Arrival in Ogunquit—a charming seaside village with immaculately kept white homes—adds to the sense of contrast: this traditional maritime backdrop coexists beautifully with the GV70's modern lines. The split horizontal headlights, shield-like grille, and muscular wheel arches turn heads. It's clear Genesis set out to create a strong visual identity—and succeeded in making it instantly recognizable.

On Marginal Way, just steps from the ocean, the sea views are nothing short of spectacular. The vehicle is easy to maneuver through this small coastal town and a breeze to park thanks to the 360° camera, revealing a practical side that complements its sophisticated look.

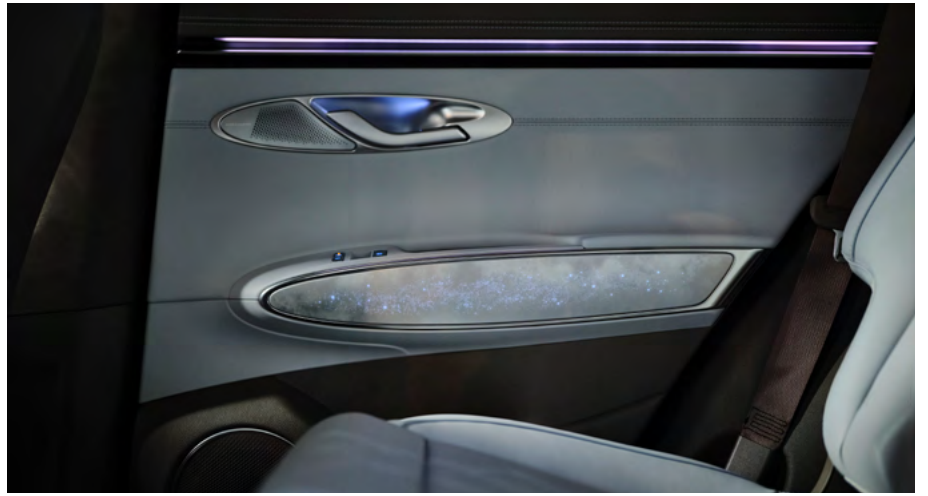
The return trip at dusk caps off this autumn road trip perfectly. Golden light filters through the branches, escorting us all the way home. After several hours on the road, there's no sense of fatigue: the seats offer solid support, the driver assistance systems take some of the load, and the cabin remains a quiet, warm cocoon.

There's even an integrated massage function to keep things relaxed on the move.

At the end of this journey, one thing is clear: the Genesis GV70 2.5T Prestige is far more than just a well-equipped luxury SUV. It's a vehicle designed to elevate the road itself—to turn a trip to the Maine coast into a true experience. Amid the multicolored waves of autumn, it proves just how mature, ambitious, and competitive the Genesis brand has become.

The price of the GV70 2.5T Prestige in Canada is \$73,000.





LUCID'S LATEST SUV: THE GRAVITY

Among the many new vehicles showcased at last month's AJAC TestFest — the Canadian Automobile Journalists Association's evaluation event held north of Toronto — was Lucid's all-new Gravity SUV. In case you missed it, this vehicle was one of the highlights of the Montreal Auto Show back in January.

The Gravity arrived a day late. But I made sure to be the first to get behind the wheel — this SUV was my top pick at the Auto Show, and I just had to drive it.

Looking more like a sleek station wagon than a typical SUV, this Lucid stands out on the road with its unique and instantly recognizable silhouette. Of course, we're talking about a fully electric SUV, largely built on the same architecture as the stunning Air Pure sedan that's already cruising our roads. Lucid is a new automaker, based in California, with its manufacturing plant located in Arizona. Naturally, sales took quite a hit after EV incentives were pulled — especially those under Trump!

Still, Lucid is hanging on. I even learned that the company will be supplying electric motors for none other than Aston Martin. Now that's a reference!

The Gravity presented at the AJAC event was the Touring model with 620 horsepower. Soon, we'll see the 828-hp Grand Touring version, the 1,070-hp Dream edition, and the jaw-dropping 1,234-hp Sapphire. A more "affordable" Pure version is also on the way, offering 480 horsepower — and possibly rear-wheel drive only.



▲ The front end of the Lucid Gravity SUV looks just as futuristic as that of the Air sedan!

Thanks to its dual motors, the vehicle can be considered all-wheel drive. This high-end luxury model — priced between \$134,000 and \$170,000 here in Canada — rides on an air suspension system that delivers impressive smoothness. Speaking of air... my test vehicle came equipped with highly capable Pirelli P Zero Elect tires. But what really stands out is the Lucid's interior — it's absolutely breathtaking. It exudes luxury. However, as with the controls, you'll need to take some time to get used to the central computer system, operated via a large screen embedded in the dashboard. The rest of the instrumentation and key features are housed in a wide "panoramic" display under the windshield (similar to what you'll find in the Lincoln Nautilus and Navigator).

The Gravity is available with either two or three rows of seating. In the latter configuration, it can accommodate six or seven passengers. And you simply have to see the size of the panoramic sunroof to believe it. By the way, there's also a front trunk — or "frunk" — which has been cleverly designed to double as a bench for tailgate parties.

On the Road

I only had about an hour to properly explore and drive the Lucid. Naturally, it takes a moment to figure out how to adjust the steering wheel and seats using the onboard interface, but once everything is set up, comfort is guaranteed.

Once on the move, you can fully enjoy the power of the two electric motors, capable of reaching 100 km/h in under four or five seconds. The test route chosen by AJAC, winding through the small wine-producing community of Mono, just north of Toronto, wasn't suitable for high-speed runs. However, despite the local speed limits (and yes, we were being watched by the local authorities), the twisty roads allowed us to appreciate the Gravity's exceptional handling — and the smoothness of its air suspension. Make no mistake, the acceleration is just as impressive as the ride comfort! As for braking — with its four-wheel disc setup — it's more than up to the task, especially considering this Lucid tips the scales at over 6,000 pounds!

Lucid also thoughtfully included a glass panel to help with outward visibility while driving. And yes, the Gravity is well-connected, offering wireless Apple CarPlay and Android Auto through Bluetooth. I'd really love to try this SUV in winter conditions... If you're wondering which segment the Lucid Gravity competes in, think Audi Q8 e-tron, Cadillac Lyriq and Vistiq, Jaguar I-Pace, Rivian R1S, and Tesla Model X. Lucid vehicles can be ordered by contacting their sales offices (found online), with all transactions handled digitally.



▲ The dashboard is just as futuristic as the ones found in the Lincoln Nautilus and Navigator.



▲ Lucid's designers did an especially great job with the rear end of the Gravity.

LINCOLN NAVIGATOR: THE ULTIMATE ROAD LIMOUSINE

Choosing the right vehicle is no longer easy for fleet managers of luxury limousines. We're a long way from the days of stretched Cadillacs and Lincoln Town Cars. Today, they're having to turn to full-size SUVs. If you travel through major North American cities, you'll definitely notice many large luxury SUVs being used as limousines. Of course, the Cadillac Escalade still seems like the obvious choice. But more and more business owners are turning to the Lincoln Navigator — and for good reason...

The latest version of the Lincoln Navigator has recently undergone a significant update — a deep and thoughtful revision. While it retains a well-known powertrain, its overall design has been carefully refreshed, both inside and out.

Still built on the same architecture as Ford's full-size Expedition SUV, the Navigator continues to project a personality that's entirely its own. In fact, since its recent reveal, the Navigator has captured the attention of luxury vehicle enthusiasts, thanks in part to a more restrained and refined design than its most obvious competitor, the Cadillac Escalade.



▲ The new Navigator features a (new) design that's more understated than its direct competitor. (Photo Éric Descaries)

The Navigator comes in two versions, the standard model and the extended L version. But either way, it's still a large SUV capable of accommodating up to eight passengers. The press vehicle I was given came in a rather discreet shade of grey. For limousine use, we would have preferred a more "formal" black color. That said, the Navigator is less "bling-bling" than some of its competitors. It's worth noting that the rear hatch is now split in two, with the upper section lifting like a traditional hatch and the lower section folding down like on a Range Rover—for "tailgate parties." A removable tray can be installed in the hatch to serve as a picnic table.

The interior of the new Navigator remains as spacious and elegant as before. However, note the dashboard design, which shows a surprising level of originality. As expected, this Navigator comes factory-equipped with a host of electronic features. The middle-row seats are especially welcoming and easy to access. And the rearmost seats are designed to accommodate taller individuals, thanks to a flat floor made possible by the independent rear suspension.

What's reassuring for fleet operators is that the mechanical setup is limited to a single, well-proven configuration: the traditional 3.5-liter twin-turbocharged EcoBoost V6 (now producing 440 horsepower and 510 lb-ft of torque), paired with a 10-speed automatic transmission and all-wheel drive (which the driver can adjust via electronic controls). Once again, the suspension (pneumatic and adjustable) is independent at all four corners.

The Navigator also comes standard with the ProTrailer system, which allows the driver to reverse with a trailer by simply turning a knob based on the image displayed on the screen. This SUV has a towing capacity of 8,700 pounds. My test vehicle (weighing around 6,000 pounds) was equipped with Michelin Primacy 275/50 R22 tires.

It's natural to compare the Navigator's performance with that of its main rival, the Cadillac Escalade, which comes with a 6.2-liter V8. But the performance is surprisingly similar! The Navigator can accelerate from 0 to 100 km/h in under seven seconds. And on the highway, this Lincoln can offer hands-free driving with the Blue Cruise system for long-distance cruising.

As for fuel consumption, during my week-long test, including a trip from Laval to Ottawa, I recorded an average of 12.46 L/100 km, which is good for this type of vehicle.

The base Navigator (Reserve) starts at \$128,695, while the Black Label version is priced at \$151,695.



▲ The rear of the Navigator has just been redesigned. Note that the tailgate is now split in two, with an upper section that lifts up and a lower section that folds down for tailgate parties. (Photo Éric Descarries)



▲ The dashboard of the new Navigator truly stands out. (Photo Éric Descarries)

HYUNDAI PALISADE ULTIMATE CALLIGRAPHY HYBRID 2026 – THE FULL-SIZE VERSION FINALLY ELECTRIFIED

It's been a long time coming — and almost eagerly awaited: Hyundai is finally offering the Palisade a hybrid powertrain worthy of its status. For 2026, the big Korean SUV isn't just getting a new spec sheet — it's being repositioned altogether. The Hybrid Palisade becomes a more mature product, more in tune with the times, and stands as a solid alternative to the segment's established giants — Toyota Grand Highlander, Honda Pilot, Ford Explorer — all while maintaining its own distinct personality.



What stands out first is that Hyundai didn't give in to the temptation of needlessly overhauling the design. The Palisade remains imposing, boxy, almost stately. The lines are sharp, and its modern take on the traditional SUV is confidently embraced. If there's one competitor worth drawing inspiration from, it would be the clean, elegant lines of the Land Rover brand. The refined rectangular headlights, the reinterpreted grille with added depth, and the vertical light signature bring a touch of sophistication. This isn't a vehicle trying to grab attention at all costs, but it naturally commands respect on the road. And in an automotive review, let's be clear: it works.

A careful finish

Inside, Hyundai clearly understands what makes its large SUV so appealing — spaciousness and user-friendliness — and takes refinement even further. The cabin of the 2026 Palisade Hybrid is simply one of the most welcoming in its class. Brushed finishes, textured fabrics, soft-touch surfaces, and a cleaner dashboard layout all contribute to a serene atmosphere. The dual 12.3-inch displays (or larger, depending on the version), slightly curved, offer a clear and modern presentation. The next-gen infotainment system is more intuitive and finally reduces reliance on touch controls when they're not necessary.

Passengers benefit from the same generous space as before. Even the third row — often just symbolic in this segment — remains comfortable enough for teenagers, which is a rarity. Access is surprisingly easy thanks to long-sliding second-row seats. As for the cargo area, it still meets family needs, even if the hybrid battery under the floor slightly reduces space compared to the gas-only model.

Now, let's talk about what's under the hood: the big news is the hybrid system. Hyundai is betting on a setup that pairs a 2.5-liter turbocharged four-cylinder engine with a powerful electric motor, delivering a combined 329 horsepower and 339 lb-ft of torque through a 6-speed transmission. The goal is clear: to offer a more efficient powertrain without compromising the Palisade's ability to carry six or seven passengers in absolute comfort.



On the road, this hybrid powertrain proves immediately convincing. This isn't a sporty SUV — and it doesn't pretend to be. The Palisade instead focuses on smoothness, sound insulation, and gradual power delivery. Transitions between electric and gas modes are seamless. In city driving, the electric motor's ability to move this behemoth effortlessly at low speeds is particularly appreciated. On the highway, the vehicle remains stable, confident, and impressively quiet.

Fuel efficiency, of course, becomes one of the key selling points. In a world where full-size SUVs often hover between 12 and 14 L/100 km in mixed driving, the Hybrid Palisade manages around 8.1 L/100 km — a game-changer that makes the model suddenly much more attractive for families who drive a lot.

Plenty of tech onboard

Hyundai is also enhancing its tech offering. Depending on the trim, the 2026 Hybrid Palisade can be equipped with the new-generation Highway Driving Assist semi-autonomous system, now smoother in how it manages distances and lane corrections — though it can still feel a bit hesitant, especially in curves. Blind-spot monitoring, 360° camera, remote smart parking assist, and head-up display round out a package worthy of a higher segment.

What truly sets the Palisade apart, however, is its subtle ability to combine genuine practicality with a sincere focus on comfort. Nothing is overdone, nothing is needlessly sporty, and nothing feels artificially inflated. Hyundai understands that the typical Palisade buyer wants, above all, to drive long distances with their family — in near-silent comfort and with a strong sense of safety.

The arrival of the hybrid version, in that sense, is more than just a mechanical upgrade: it's a strategic repositioning. Hyundai is shifting its full-size SUV from a reasonable choice to a thoughtful, responsible one — a vehicle that meets the demands of modern life without sacrificing presence or comfort.



Verdict

The 2026 Hyundai Palisade Hybrid marks a major milestone for the brand. By bringing an efficient, modern powertrain to one of its most popular models, Hyundai has effectively addressed the one real weakness critics still pointed out in the Palisade. The result: a comfortable, sophisticated, surprisingly frugal SUV that's more relevant than ever.

For families looking for a large utility vehicle without fully committing to an all-electric option, the Hybrid Palisade suddenly becomes one of the most logical choices on the market — and, as a bonus, one of the most pleasant to drive.

The Ultimate Calligraphy version is priced at \$65,949, while the test model came in at \$68,049.



GAA INVESTS IN ESTIMATION TRAINING

In an industry in constant flux, the Groupement des assureurs automobiles (GAA) is shifting into high gear and preparing to launch a new training program in damage estimation — a key tool to help evolve and strengthen the skills of automotive damage estimation professionals.

Boosting Skills Development

The automotive industry is no exception when it comes to training challenges: today's vehicles have little in common with those of the past, and the cars of tomorrow promise even greater complexity. To keep up, every technician needs to sharpen their skills.

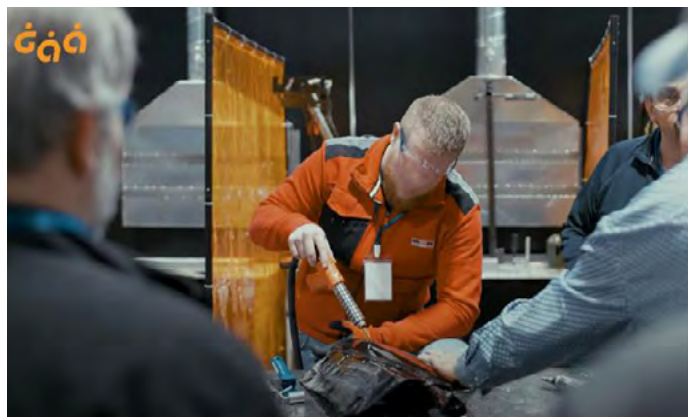
Aware of these challenges, the GAA aims to boost the development of estimation professionals by enhancing its training offerings. In recent years, in addition to regular sessions, one-off estimation trainings have been offered and were met with great enthusiasm. Building on this success, a new full-time trainer position has been created within the estimation team.

The Estimator: A Central Role

Just like painters, body repair technicians, finishers, or parts clerks in the industry, the GAA wants to offer estimators the same opportunities for skill development. Their role is central to the auto repair process: they identify the extent of the damage — including that caused by the incident — determine the correct repair methodology, and provide an accurate and detailed report.

"True conductors of the repair process, estimators ensure the consistency and quality of interventions on the vehicle. Being up to date on new technologies and vehicle advancements is now an absolute necessity."

Artificial intelligence is also present in the industry and is already able to assess certain minor damages. However, when it comes to complex cases, human expertise remains irreplaceable.



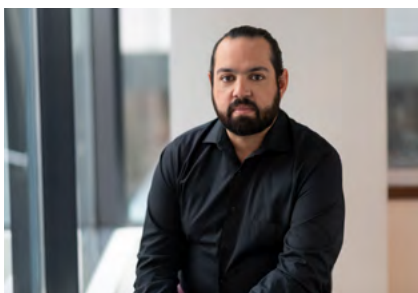
Training Programs Tailored to Estimation Need

Led by the new trainer, these training sessions will be tailored to the specific needs and realities of the estimator's job, with the support of GAA inspectors who will provide valuable field feedback from audited files. The sessions will cover a range of topics, including new technologies, materials such as steel, estimation rules, and much more, with varying levels of advancement.

These new offerings will complement the annual training programs already in place to meet qualification requirements for damage estimation of automobiles and heavy vehicles/equipment (regular and intermediate training).

The GAA's goal is to foster strong estimation skills in automotive damage and thus contribute to the evolution of the entire industry, helping to meet the many challenges that lie ahead.

Learn more: [GAA - Estimation 24 sur 24](#)



◀ By Norbert Lemoine,
Automotive Estimation
Consultant, GAA

Navigate challenges with our expert guidance.

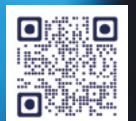
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THE RIGHT TO REPAIR: A HISTORIC TURNING POINT FOR OUR INDUSTRY

October 5, 2025, will stand as a milestone in the history of our industry. On that day, Québec will become the first province in Canada to enact Right to Repair legislation. For us, the players in the automotive aftermarket, this is a collective victory — the result of years of hard work, perseverance, and collaboration.

I had the privilege of hosting a special podcast on this topic with two pillars of our industry: Jean-François Champagne, President of AIA Canada, and David Boudewell, Government Relations Lead for Québec. Together, we discussed a legislative shift that's redefining the rules of the game for repairers, distributors, and — most importantly — consumers.



A Long-Fought Battle

This issue didn't emerge overnight. It initially focused on cellphones, computers, and household appliances before extending to the automotive sector. For years, our repair shops faced major obstacles: limited access to data, restricted tools, and forced dependence on dealerships.

Today, that reality is changing. Thanks to exemplary collaboration between AIA, the government, and our representatives, the law was passed unanimously by the National Assembly — a strong sign of social consensus in favor of healthier competition and better consumer protection.



What the Law Changes for Us

Section 39.4 of the law now guarantees access to vehicle diagnostics and codes at a reasonable cost. This is a major step forward: it finally puts independent repair shops on equal footing with dealerships.

But the law is only the beginning. Specific regulations will define the practical details, and it's up to each of us to ensure they're properly applied. As Jean-François Champagne put it so well: "The clearer the law is, the fewer problems we'll face."

The Importance of Mobilization

We must now mobilize. The Office de la protection du consommateur (OPC) is implementing tools that will allow repair shops to report any denial of access to data or parts. An information campaign, online forms, and even a QR code to display in garages will soon be available.

The goal is simple: inform consumers of their rights and ensure no one is denied them.

One Message to Remember

This law is our opportunity to strengthen our place in Québec's automotive ecosystem. It allows us to continue offering local service, to repair rather than replace, and to build a more sustainable industry.

We must no longer endure — we must act.

We now have a right — the right to fully practice our craft. And by uniting, sharing our experiences, and remaining vigilant, we can bring the spirit of this law to life.

October 5 is more than just a date.

It marks the beginning of a new era for our industry.

<https://vimeo.com/1123654097/6f24fb9ec9>

A SUCCESSFUL DIGITAL SHIFT: HOW TECHNOLOGY IS POWERING AUTOMOTIVE DEALERSHIPS

In a rapidly evolving automotive market — where profit margins are tightening and customer expectations are rising — operational efficiency and centralized processes have become essential. More and more dealerships in Québec are now migrating to integrated management platforms, and the results speak for themselves.

The End of Siloed Systems

For years, many dealerships operated using a patchwork of unconnected specialized software: one system for accounting, another for payroll, a separate tool for drafting sales contracts, paper-based work orders, and sometimes even external platforms for financing.

These systems, while effective on their own, created administrative burdens, increased the risk of errors, and led to a lack of overall visibility.

"We spent all our time doing double data entry and cross-checking information. It was exhausting and frustrating," says Alain Bergeron, an RV dealership owner who recently made the leap to digital.

The Rise of Integrated Solutions

In response to this reality, Québec-based cloud solutions like GEM-CAR, GEM-VR, and GEM-BOAT — developed by V2V Technologies — are gaining traction. These platforms centralize all operations: sales management, service bays, parts, suppliers, time tracking, financing, and even marketing.

This integrated approach offers several key advantages:

- **Single data entry**, shared across all departments
- **A real-time global dashboard** to monitor performance
- **Better coordination** between sales and after-sales service
- **A faster**, more personalized customer experience

Tangible Results in the Field

Dealerships that have made the switch report a 40% reduction in administrative time, a sharp decrease in billing errors, and better control over their profit margins.

"Today, everything is connected — our suppliers, our service department, accounting, financing, and sales. We've taken back control and gained in speed," says Guy Crevier, owner of Laramée Marine.

Beyond financial gains, this digital transformation also has a positive human impact, reducing staff stress and allowing teams to focus more on customer service.

Toward a New Era for Dealerships

As the automotive sector continues to evolve — with more digitalization, electrification, and personalization — integrated management tools are now emerging as a key strategic lever for staying competitive.

For many dealerships, the future lies in a single, centralized software solution — one that can support their growth and simplify daily operations.

The days of working in isolated silos are coming to an end: the era of the connected dealership has truly begun.





V2V TECHNOLOGIES: A QUARTER CENTURY OF INNOVATION SERVING SHOPS AND MANAGEMENT

Founded in 2001 in Montréal, V2V Technologies Inc. (best known for its GEM-CAR solution) is reaching a major milestone this year: 25 years.

As a Québec-based player in the SaaS (Software as a Service) software space specializing in automotive repair shops and related industries, V2V has evolved to establish itself as a recognized name in the Canadian tech landscape and beyond.

From Humble Beginnings to International Reach

In its early years, V2V focused on management solutions for mechanical shops and automotive repair businesses. The GEM-CAR system, designed to centralize operations — inventory management, invoicing, estimates, parts catalog integration — became the company's flagship product. Over time, the platform expanded. It's now used in around 40 countries and has tens of thousands of active users, demonstrating its global adoption. This expansion came with a diversification of products.

V2V Technologies developed spinoff platforms to serve adjacent sectors, such as:

- **GEM-BOAT.com** for marine repair shops,
- **GEM-BIKE.com** for bike and motorcycle dealerships,
- **GEM-FLEET.com, GEM-TMS.com, GEM-WORK.com**, and more.

These interconnected platforms often operate with the GEM-LINK concept — a bidirectional integration system that allows data to flow between modules, automating processes.

The Pillars of Success: Innovation, Modularity, and Partnership

"What makes V2V strong is above all the quality and commitment of our team," explains Bruno Lefebvre, Vice President of Operations. "Our developers, trainers, and technicians all share the same mission: to deliver software that simplifies life in the workshop while ensuring an outstanding customer experience."

This team culture and closeness with users have enabled V2V to continuously improve its products while remaining agile in the face of changing market needs.

1. Modularity and Scalability

V2V has always relied on a flexible software model, allowing clients to choose the modules that meet their needs — without being forced into a complete suite. This modularity is a major advantage, especially for companies that don't want to pay for features they don't use.

2. Customer-Centric Approach

The company doesn't see itself merely as a tech provider, but as a strategic partner in its clients' growth. It offers training (both in person and through its GEM-Academy platform), access to a knowledge base (FAQs, videos), and proactive support to assist users every step of the way.

3. Catalog Integration and Automation

One of the standout advantages of its solutions is the ability to integrate with over 400 online parts catalogs, reducing inventory errors and speeding up operational workflows in the workshop.

4. Geographic Growth and Partnerships

To strengthen its presence in the United States, V2V acquired The Garage Partner, a platform that's been active in the U.S. market for around fifty years. Additionally, the company relies on a network of local partners in various countries to adapt its solutions to different regulatory and linguistic contexts, while maintaining strong interconnectivity between modules.

Challenges in the Age of AI and Digital Transformation

As the technological environment evolves, V2V faces several major challenges:

- **Staying Innovative:** Competitors, SaaS startups, and generalist platforms can quickly roll out similar features.
- **Security and Compliance:** With clients across different jurisdictions, data security standards, privacy regulations (like GDPR), and local compliance are critical.
- **AI Integration:** To stay at the forefront, V2V will likely need to incorporate intelligent modules — predictive analytics, advanced analysis, or machine learning-based automation.
- **Adoption of Emerging Technologies:** IoT connectivity, onboard diagnostics, and integration with automotive manufacturers' systems — all areas where V2V could position itself to deliver future-added value.

Looking Ahead: Toward 2030 and Beyond

At 25 years, V2V stands at a pivotal moment. The company has grown from a local business to a global player in the workshop management systems space.

Looking forward, several strategic directions may unfold:

- **Accelerating AI integration** for predictive optimization, anomaly detection, and predictive maintenance in workshops.
- **Expanding sectoral reach beyond automotive** by enhancing specialized platforms (boats, fleets, real estate, industries).
- **Exploring partnerships** with equipment manufacturers, telematics data providers, or auto makers to enrich diagnostic and connectivity capabilities.
- **Strengthening its global presence**, especially in Europe, Asia, and Latin America, with local customization and regional support teams.

"We look to the future with confidence and ambition." — Mathieu Brunel, President of V2V Technologies

Conclusion

Celebrating 25 years (or 24 in official terms) isn't just a retrospective — it's a moment to reflect on the impact of long-term vision, constant adaptation, and customer loyalty. V2V Technologies has turned a local concept into a globally recognized SaaS platform. If the company continues to innovate, diversify, and listen to its users' needs, the coming years could see GEM-CAR and its related platforms become

Découvrez V2V Technologies



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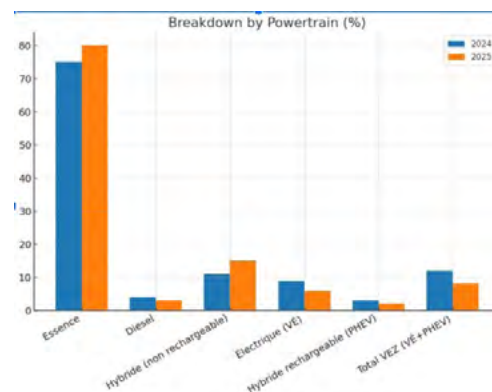
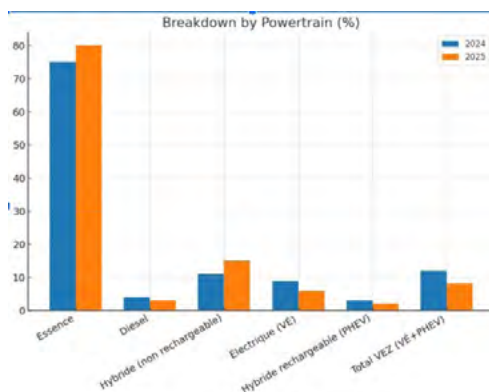
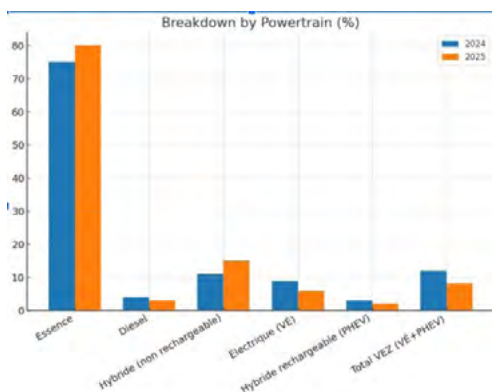
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Report – New Vehicle Sales in Canada

Comparison January–August 2025 vs 2024

Executive Summary

From January to August 2025, the Canadian new vehicle market increased by ~5% compared to 2024. SUVs and pickups dominate, while sedans are declining. Hybrids are gaining ground, while EV sales temporarily decreased.



General Motors is growing strongly (+17.2%) and remains No. 1 in Canada.

Ford remained stable (+1.5%), driven by its pick-ups and some electric models.

Toyota maintains an equivalent volume, with a significant share of hybrids.

Stellantis fell sharply (–14%), due to its lag in electrification.

Hyundai/Kia posted solid growth (+9.7%), thanks to its electrified SUVs and models.

Position to Fill

mechan | ...

Example: Parts Sales Advisor



Write my job posting with AI >



What Sets Us Apart



Local Candidates

We stand out through our targeted marketing and job posting strategies that attract qualified local talent with the experience needed to meet the growing demands of the automotive industry.



Rigorous Candidate Screening

If we have any doubts about the authenticity of an application or suspect that a candidate may not have the legal right to work in Canada, we conduct the necessary verifications and notify you if needed.



Simplified Job Posting

Our system creates and optimizes your job posting in just a few clicks by combining our industry expertise with the power of artificial intelligence—maximizing your chances of successful recruitment.

If you have any questions or need assistance, our experienced team is available via live chat.



An Experienced Team

With over 30 years of experience in the automotive industry, our team understands the sector's realities and needs like few others. We've also built strong partnerships with several Automotive Vocational Training Centers, reinforcing our commitment to the next generation and the development of local talent.

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Proudly Canadian

Canada Motor Jobs is a job platform created and operated by **2HR Technologies**, a Quebec-based company founded by professionals from the automotive industry. We understand the unique challenges of the sector and are deeply committed to its growth and success. Staying true to our values, we actively support the local economy. Our platform is hosted on servers located in Quebec and exclusively uses Canadian payment services.

CALENDAR OF MUST-ATTEND EVENTS

The main automotive events of 2026 include the return of brands like Audi and BMW to the Montreal Auto Show, the start of the 2026 World Rally Championship with the Monte Carlo Rally, and the Canadian Grand Prix in May 2026.

In terms of trends, there's a noticeable rise in electric vehicles, with the Kia EV4 among the finalists for the 2026 Car of the Year. There are also predictions of a consolidation in the European market, which could see nine automakers disappear by the end of the year.

DECEMBER 2026	12 DECEMBER	25 years of innovation V2V Technologies 4460 Bélanger, Montréal https://www.v2vtechnologies.com/en/blog/youre-invited-to-the-25th-anniversary-of-v2v-technologies
JANUARY 2026	9-18 JANUARY	Salon Brussels Motor Show Brussels https://autosalon.be/en
	14-25 JANUARY	The Detroit Auto Show Huntington Place, centre-ville de Détroit https://detroitautoshow.com/
	16-25 JANUARY	Montreal Auto Show 2026 Palais des congrès Montréal https://montrealcentreville.ca/en/events/montreal-auto-show-2025-edition-at-the-palais-des-congres/
	29 JAN. 1 FEB.	Ultimate Supercar Garage Paris Expo Porte de Versailles https://www.ultimate-supercar-garage.com/en



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GEM CAR



Clear Vision for the EV Revolution and Beyond

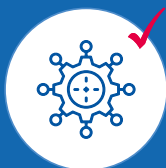
NOVUS is preparing shops for the future

NOVUS Glass Franchise Opportunities – because
“There’s Trust in a Network.”

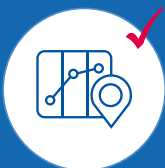
What NOVUS Offers:



Dedicated Support Team:
Training, Operations, Marketing



Technologies:
Proprietary Tools & Resins



Selling Proposition (SP): Network Access & Training for Insurance Conversation



Mobile Service:
Fully Equipped Mobile Unit



TAG Network:
Development of Insurance Claim Revenue - Claim Management



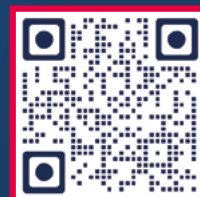
ADAS Calibration:
Service Category Revenue

EV vehicles are eliminating service categories and changing the revenue model of automotive service locations.

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Are you ready?

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