



The Mercedes-Benz Brampton Fleet Program

Discover how you can leverage your organization's standing to enjoy exclusive incentives on new vehicle purchases.

Mercedes-Benz
The best or nothing.



A DIVISION OF
Silver Star
AUTOMOTIVE

Mercedes-Benz Brampton 10 Coachworks Crescent, Brampton, ON L6R 3Y2, 289-948-3581



A word from our Fleet Manager

Sir, Madam,

Leading a successful company in Canada through economic uncertainty is quite a challenge. It has become increasingly hard to hire quality personnel, motivate and retain staff and prevent production costs from rising while competitors are growing more and more aggressive. Add to all this the responsibilities of managing a corporate fleet and its scheduled maintenance, and your plate is likely more than full.

The Mercedes-Benz Brampton Fleet Program has been designed to make your job easier by centralizing all your automobile needs with a single supplier. In addition to flexible payment terms and quality maintenance, your company will also enjoy substantial volume discounts when leasing or purchasing any eligible vehicle.

For Silver Star Automotive clients, operating a Mercedes-Benz fleet is a sign of healthy management based on superior financial value, safety and technology.

In this presentation, you will learn about our Fleet Program benefits as well as complementary information on Canada's #1 volume privately-held Mercedes-Benz group: Silver Star Automotive.

Feel free to contact me directly if you have any questions regarding our Fleet Program or eligible models.

Best regards,

A stylized, handwritten signature in black ink, belonging to Sylvain Babin. The signature is fluid and cursive, with a prominent loop at the end.

Sylvain Babin
Corporate Fleet Manager
M 289-948-3581
sbabin@mbbrampton.ca

“Our job is to
make yours easier.”

Make a business decision based on value



The choice is clear. The Mercedes-Benz Brampton Fleet Program delivers the value that drives fleet selection decisions.

Financial Value

- Strong fleet incentives
- Diverse product range to satisfy executive needs, create strong reward and recognition programs, and enhance selector lists with attractive price points
- Competitive with other cars you are purchasing or leasing that deliver less
- Traditionally high residual values in each class

Safety and Technology Value

- High level of safety and performance technology built into the design of every Mercedes-Benz
- Standard and optional features that may not be available from other manufacturers

Sales and Service Value

- Relationships with all major fleet management companies to ensure a seamless order-to-delivery experience
- Mercedes-Benz Brampton personnel available to assist fleet managers, employees and company executives on selection, delivery and post-sale service
- 4-years, 80,000 km limited warranty and 24-hour Roadside Assistance
- Full range of vehicles from sedans to SUVs to ultra-luxury sports cars

Morale-Boosting Value

- Drivers feel valued and recognized when their company puts them behind the wheel of a Mercedes-Benz
- The ultimate reward and incentive for your most valuable assets
- A strong retention and recruitment tool



About Mercedes-Benz Brampton

Mercedes-Benz Brampton is a division of Silver Star Automotive, Canada's leading privately-held Mercedes-Benz group. Our mission is simple: to take the best possible care of you and your car.

A Family Business

Mercedes-Benz Brampton is a family run business and we treat all customers as part of our family. Mercedes-Benz Brampton is located at the corner of Mayfield and 410, minutes from the 407, for a convenient access.

A Cutting Edge Dealership

Our brand new, state-of-the-art facility includes a large fleet of courtesy vehicles, hand car washes and an AMG Café and boutique, complete with free WiFi and refreshments. You can also take a seat in our cozy salon, featuring flatscreen television sets.

Our customer service call center will contact you to book your tire changes, oil changes and general maintenance. Our complimentary shuttle service will drop you off anywhere in the area, and our valet service will greet you with a smile.

Service in the Language of Your Choice

We have multilingual salespeople and service advisors, and we can service customers in many different languages: English, Punjabi, French, Spanish, Greek, Italian, Chinese, Romanian, etc.

Winter Tire Storage and VIP/AMG Special Events

We also provide winter tire storage for those who don't have the room or the desire to store their spare tires at home, as well as VIP and AMG special events for our customers.

“Silver Star Automotive is an official member of the NAFA Fleet Management Association.”



Fleet Program

The Fleet Program is an allowance that Mercedes-Benz Brampton makes available on select passenger cars and SUVs for eligible Fleet customers.

It is a key feature and benefit to have a valid Fleet Account Number with Mercedes-Benz, and is designed to assist small commercial customers by providing incentives for their new vehicle purchases for business use.

Eligible Fleet customers are those who have been assigned their own Fleet Account Number, which remains in good standing at time of vehicle delivery and who otherwise comply with all rules and guidelines.

Time Period

Fleet Program allowances will be paid on deliveries of all eligible models from January 1st to December 31st of the current year.

Eligible Models

Most new vehicles are eligible. See your Mercedes-Benz Brampton Corporate Fleet Manager for specific model eligibility.

Program Incentives

To determine current incentives, contact Sylvain Babin, Corporate Fleet Manager, at 289-948-3581.

Program Guidelines

A customer is considered a Fleet Commercial Customer if they:

- have been assigned a Fleet Account Number by the Mercedes-Benz Brampton Corporate Fleet Department
- would qualify for a Fleet Account Number by having at least 5 cars (any make or model) registered to the company

Fleet Program incentives can also be combined with some cash support incentives. Vehicles that do not meet all program requirements are ineligible.

For any question, please contact Sylvain Babin, Corporate Fleet Manager, at 289-948-3581.



Three different programs



Tier 1 – Corporate

Any company that has five or more registered vehicles (any make or model).



Tier 2 – Executives

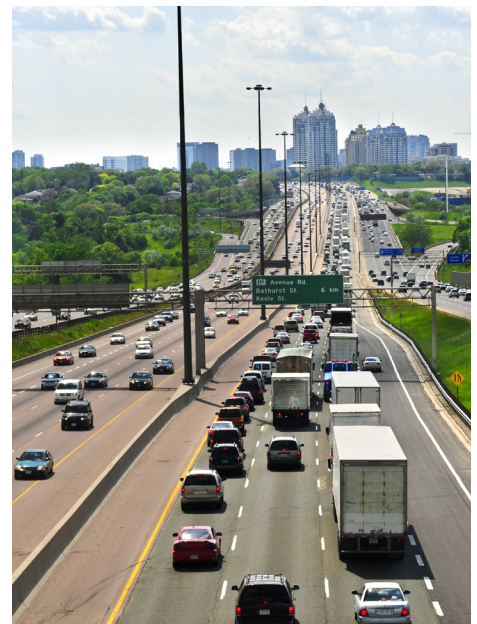
Any company employee receiving a car allowance from his or her employer. Pay slip required as proof. The client can enjoy more advantageous conditions when financing or leasing a vehicle with Mercedes-Benz Brampton. The company must have at least five employees to qualify.



Tier 3 – Trade

Certain trade associations. Membership card required. Also includes professional organizations such as the Ontario Medical Association and the Canadian Bar Association.

For more information, please contact Sylvain Babin, Corporate Fleet Manager, at 289-948-3581.



Questions?

Feel free to contact the Mercedes-Benz Brampton Corporate Fleet Department with any questions regarding:

- An order's status
- Information regarding our Fleet Programs
- Specific car or SUV information
- How to receive a Fleet Account Number
- Any other question regarding Corporate Fleets

Sylvain Babin
Corporate Fleet Manager
M 289-948-3581
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Questions regarding Fleet Programs
289-948-3581

Customer Service Center
905-793-9055

24-hour Roadside Assistance
1-800-387-0100



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