

# CORPORATE PROFILE

2021



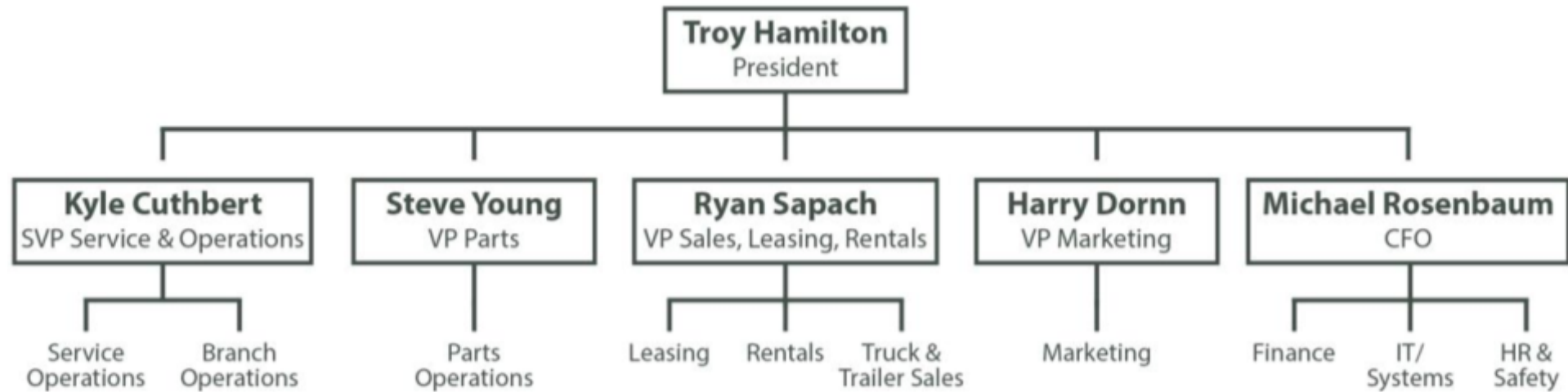


# THE BIG PICTURE





# MAXIM ORG CHART





# OUR PRODUCT BRANDS



*Great Dane*



**ARNE'S**





# COMPANY SNAPSHOT

- **Year Established: 1981**
- **Total Locations: 17 Retail**
- **Employees: 600**
- **Head Office: Winnipeg, MB**
- **Private Ownership: Doug Harvey-Owner, Troy Hamilton-President**
- **Community Involvement: A portion of annual profit goes to support community groups in Arts, Culture, Education, Sports and Health.**



# WHAT MAKES MAXIM UNIQUE

Maxim is Canada's only full service truck & trailer dealer with a national presence.





# TRUCKS DIVISION



- International Trucks was established in 1902 and has the largest dealer network in North America
- Offers full line of medium & heavy duty trucks
- Maxim has five new International truck dealerships
- Sales, lease, rental, service & parts capability







# TRAILER DIVISION (LONG HAUL)



- Great Dane Trailers established in 1900 and are top selling trailers in NA
- Maxim has nine Great Dane dealerships and a 30-year history with Great Dane
- Maxim serves some of the largest trailer fleets in Canada
- Supplier of new and used reefers, dry vans, decks, and dollies
- Sales, lease, rental, service & parts capability







# TRAILER DIVISION (RESOURCE INDUSTRY)



- Maxim sells and services trailers for Construction, Agriculture & Specialty
- Arne's Trailers include dumps, low beds & specialty trailers
- Timpfe Trailers include aluminum tandem, tridem and Super B grain
- Trout River includes live floor trailers





# BUS DIVISION



- IC Bus has been in business over 90 years
- Produced first production Hybrid bus
- Redesigned school bus based on driver, mechanic & fleet supervisor feedback
- Safe student transport is main focus





# LEASING DIVISION



- Leasing offices in 11 cities nationwide
- National account capability
- Full service truck & trailer leases
- Full service equity truck and trailer leases when a capital lease is required
- Contract & Mobile maintenance
- Replacement vehicle coverage





# RENTAL DIVISION



- Daily, weekly, monthly and longer term rentals
- Straight & Reefer Trucks
- Daycab & Sleeper Tractors
- Dry Van & Reefer Trailers
- Decks, Grain & Gravel Trailers
- Rent-to-Own Options





# PARTS DIVISION



- Over \$12 million in truck & trailer parts inventory
- 15 retail outlets, 5 associate dealers
- Supplier of OEM, new, remanufactured, after-market and used parts
- Online parts ordering
- Parts return program



# PARTS PROGRAMS



## H E A V Y   D U T Y   P A R T S



OEM AND AFTER  
MARKET PARTS



NATIONAL  
PARTS FOOTPRINT



MANAGED  
INVENTORY PROGRAMS



PARTS RETURN  
PROGRAM



ONLINE  
PARTS



FLEET  
ASSESSMENTS



SHOP SUPPLY  
PROGRAM



OVER 400  
PARTS VENDORS



CONSIGNMENT  
INVENTORY



PARTS REBATE  
PROGRAM



INTERNET  
PARTS SERVICE



FLUID & FILTRATION  
SPECIALIST



PARTS  
TENDERS





# SERVICE DIVISION



- **200+ Certified Technicians** who receive ongoing training and up-to-date certification
- **Process over 150,000 repair orders** yearly
- **Service our own Maxim lease and rental fleet of over 1,500 truck & trailer units**
- **175 Truck Service Bays**
- **60 Trailer Service Bays**



# SERVICE PROGRAMS





# MOBILE SERVICE



- **Mobile maintenance service for trucks & trailers**
- **Fleet of 10 units across Canada & growing**
- **Ideally suited to commercial and private fleets**
- **Greatly reduces down time and expense of shuttling equipment to and from maintenance facilities**



# BODY SHOP DIVISION



- 40,000 square foot facility
- 3 state-of-the-art paint booths with bake cycles
- 60 foot indoor sandblasting booth
- Adjacent to 4 acres of used parts
- Body Shop is located in Winnipeg but serves Maxim's whole network





# OUR LOCATIONS

- Vancouver
- Calgary
- Edmonton
- Saskatoon
- Prince Albert
- Regina
- Winnipeg
- Brandon
- Thunder Bay
- Montreal





# OUR CUSTOMERS







# OUR HEAD OFFICE COMPLEX



[TAKE A VIRTUAL TOUR](#)



# MAXIM HEAD OFFICE







# MAIN TRAILER BRANCH WINNIPEG





# BODY SHOP – WINNIPEG







# SOUTH SIDE - WINNIPEG





# EAST SIDE - WINNIPEG







# BRANDON





# REGINA







# SASKATOON



\*Major renovation & expansion completed Sept 2019



# PRINCE ALBERT







# CALGARY







# EDMONTON







# THUNDER BAY





# MONTREAL







# VANCOUVER



\*Second BC location in Surrey, BC