

From: Jeffrey Sleet
Sent: Monday, June 5, 2023
Subject: Express Checkout 6/3/23

Mondays: Express Checkout

Links to the previous weeks most pertinent business category news that are easily digestible and can be used as seeding material for clients and prospects; conversation starters for sales calls; category targeting and more! Article titles are listed, and you decide what to read and when/file/pass - assign to your sales team

CANADA

EIGHT SUBARU MODELS RECOMMENDED FOR TEEN DRIVERS

<https://www.newswire.ca/news-releases/eight-subaru-models-recommended-for-teen-drivers-893674011.html>

Four Subaru models achieved Best Choice in the used vehicle category

Four Subaru models get recommended in the new vehicle category

Sell dealers on creating a sales event around this theme.

May sales up 13%, but remain well below pre-pandemic numbers | Automotive News Canada

<https://canada.autonews.com/retail/may-sales-13-remain-well-below-pre-pandemic-numbers>

Latest May total still marks a 21-per-cent decline from 2019, when automakers sold 203,343 new vehicles.

Know that most dealers feel they have turned the corner. That said, the sales results they are seeing is their ability to deliver a bank of sold orders that they've accumulated for a while, and that continues to grow.

CARS & CONCEPTS: New or refreshed offerings from VW, Acura, Polestar and more

<https://canada.autonews.com/cars-concepts/cars-concepts-new-or-refreshed-offerings-vw-acura-polestar-and-more>

A showcase of new or refreshed vehicles recently on sale in or destined for the Canadian market.

Good talking points with dealers and in particular with Subaru dealers for the soon to arrive 2024 SUBARU IMPREZA.

Deliveries of Toyota EVs qualifying for federal iZEV rebate surged in April

<https://canada.autonews.com/electric-vehicles/deliveries-toyota-evs-qualifying-federal-izev-rebate-surged-april>

Toyota vaulted ahead of competing brands to deliver the most vehicles eligible for the Incentives for Zero-Emission Vehicles (iZEV) program in April, largely thanks to a surge in shipments of its Rav4 plug-in hybrid. The automaker delivered 1,223 vehicles eligible for the federal rebate in April, its highest tally so far this year.

iZEV incentives by brand

| | April | March | 2023 YTD |
|------------|-------|-------|----------|
| Toyota | 1,223 | 918 | 3,102 |
| Tesla | 1,054 | 2,239 | 4,180 |
| Hyundai | 1,035 | 1,218 | 3,435 |
| Chevrolet | 961 | 1,153 | 3,475 |
| Mitsubishi | 820 | 799 | 2,705 |
| Kia | 731 | 376 | 1,366 |
| Nissan | 301 | 424 | 968 |
| Jeep | 279 | 292 | 991 |
| Volkswagen | 243 | 446 | 1,342 |
| Chrysler | 206 | 142 | 484 |
| Volvo | 199 | 203 | 770 |
| BMW | 178 | 146 | 505 |
| Audi | 176 | 184 | 621 |
| Polestar | 167 | 202 | 724 |
| Subaru | 133 | 149 | 479 |

Source: Transport Canada

IZEV incentives by BEV

| | April | March | 2023 YTD |
|--------------------|-------|-------|----------|
| Chevrolet Bolt EUV | 792 | 944 | 2,710 |
| Tesla Model 3 | 768 | 2,239 | 3,894 |
| Hyundai Kona | 412 | 606 | 1,676 |
| Hyundai Ioniq 5 | 374 | 495 | 1,358 |
| Tesla Model Y | 286 | 0 | 286 |
| Toyota bZ4X | 273 | 292 | 1,051 |
| Volkswagen ID.4 | 243 | 445 | 1,340 |
| Kia Niro EV | 218 | 24 | 244 |
| Chevrolet Bolt | 169 | 209 | 765 |
| Polestar 2 | 167 | 202 | 724 |

Source: Transport Canada

Tailor ad ideas to keep sales momentum going with the leading dealer brands.

VIA RAIL RECORDS IMPRESSIVE INCREASE IN RIDERSHIP IN Q-1 2023 AMIDST A REVIVAL OF TRAVEL

<https://www.newswire.ca/news-releases/via-rail-records-impressive-increase-in-ridership-in-q-1-2023-amidst-a-revival-of-travel-822432133.html>

- Total revenues increased by 50.9 million (147.1%) compared to the same period last year;
- Ridership increased by 451, 200 passengers (106.5%) compared to the same period in 2022;
- Capacity in terms of train miles operated is up by 56.8% versus the same quarter last year.

ServiceMaster Recovery Management® Announces Expansion of Locations in Canada as it Seeks to Boost Geographic Reach

<https://www.newswire.ca/news-releases/servicemaster-recovery-management-r-announces-expansion-of-locations-in-canada-as-it-seeks-to-boost-geographic-reach-832084819.html>

They are expanding their facilities to Canada with the addition of seven new locations strategically located to service the entire country. This brings ServiceMaster's facilities to over 400

commercially certified locations across North America.



If not on your air - solid ad target. Many of these businesses are offering add-on services, such as lead/asbestos abatement, upholstery cleaning and HVAC/Duct cleaning.

DELTA BINGO ONLINE OFFICIALLY LAUNCHES AS EXCLUSIVE PROVIDER OF iBINGO IN ONTARIO WITH COMMITMENT TO CHARITY PARTNERSHIPS

<https://www.newswire.ca/news-releases/delta-bingo-online-officially-launches-as-exclusive-provider-of-ibingo-in-ontario-with-commitment-to-charity-partnerships-883671090.html>

Delta Bingo has partnered with Broadway Gaming to introduce its online iBingo and Gaming offering to the newly regulated iGaming market, utilizing Broadway Gaming's Dragonfish software. Currently, Delta Bingo Online is the sole active, licensed iBingo provider in the province, adding to its long term regulated land-based bingo offering. Bingo enthusiasts can now enjoy their favourite game online

against other real-time players for guaranteed prizes.

Good ad target.

What Homebuyers Want: Survey Reveals Key Insights for Sellers in the Canadian Real Estate Market

<https://www.newswire.ca/news-releases/what-homebuyers-want-survey-reveals-key-insights-for-sellers-in-the-canadian-real-estate-market-844537207.html>

62% of respondents strongly preferred fully detached homes in the suburbs. Additionally, 71% of prospective buyers revealed their desire to move to suburban or rural areas. This aligns with the trend of individuals migrating from cities to smaller towns across Canada.

Other notable results include:

- Gen Z buyers prefer large, contemporary homes in good condition, whereas millennials prefer Victorian-style homes. Meanwhile, Gen X and baby boomers expressed a stronger affinity for bungalows.
- Price remains a critical factor influencing home purchase decisions, with 66% of respondents identifying it as the primary deal breaker.

Good intel for a presentation or client talking points within this article.

Spending on antidiabetic drugs in Canada outpaced overall drug market

<https://www.newswire.ca/news-releases/spending-on-antidiabetic-drugs-in-canada-outpaced-overall-drug-market-885257666.html>

- Antidiabetic drug growth outpaced the overall drug market, effectively doubling the market share for these drugs from 4.2% to 7.9% (2012 to 2021). This growth reflects a shift to new classes of drugs for the treatment of diabetes resulting in a

similar increase in the cost per capita for antidiabetic drugs.

- New-generation treatments were the main driver of growth. In 2021, 71% of antidiabetic drug sales in Canada were for the new-generation/non-insulin subclasses. These drugs were responsible for almost all of Canada's increase in cost per capita of antidiabetic drugs since 2012.
- Canada has higher prices for top-selling antidiabetic drugs compared to prices in the PMPRB11 comparator countries, which were roughly half to two-thirds of Canadian prices in 2021. It is estimated that these higher prices could represent additional spending of up to \$703M in Canada.
- Biosimilar policies led to more switching: A case study of insulin glargine (Lantus) showed a near-total switch to biosimilars in public plans in both British Columbia (by 2020) and Alberta (by 2021) following the implementation of a biosimilar switching policy for all patients. Quebec and Atlantic provinces also saw a significant, albeit smaller, shift to biosimilars by 2021 following switching policies targeting new patients.

Good area of concentration for pharma ad spend.

Home and lifestyle brand FOX HOME launches in Canada

<https://www.newswire.ca/news-releases/home-and-lifestyle-brand-fox-home-launches-in-canada-861755935.html>

FOX HOME initiates its Canadian launch with opening of Toronto Eaton Centre, along with seven more stores in 2023. The next four stores will open in June and July and be located in Yorkdale Shopping

Centre, Fairview Mall, Square One Shopping Centre and Sherway Gardens. Stores in Vaughan Mills, Upper Canada Mall and Scarborough Town Centre are expected to open before the end of the year.

As you prepare ideas, know that Tel Aviv-based Fox Group's - FOX HOME carries a wide range of smaller home goods that can fit in a footprint of about 4,000 square feet. That includes cookware, kitchen items and tableware such as plates, cups and cutlery, small kitchen appliances, bedding and pillows, rugs, items for the bathroom, decorative accessories, candles and home fragrances, mirrors, and items for home office.

Wearing sunglasses year-round is crucial to maintain optimal eye health: Canadian Ophthalmological Society

<https://www.newswire.ca/news-releases/wearing-sunglasses-year-round-is-crucial-to-maintain-optimal-eye-health-canadian-ophthalmological-society-847327454.html>

Regular sunglass use reduces exposure to UV rays and the risk of developing cataracts later in life.

A good educationally based ad theme for your optical clients.

Jarritos Brings the Heat with an Exciting Summer Ahead

<https://www.newswire.ca/news-releases/jarritos-brings-the-heat-with-an-exciting-summer-ahead-861927760.html>

Jarritos, the colourful vibrant soda, is thrilled to announce exciting summer programming that promises to thrill consumers across Canada. From unique collaborations to community support initiatives, we're committed to offering fun, vibrant experiences that celebrate the *sabor (flavour)* of summer. There's a quenching beverage for every taste, whether you're a classic lime lover, more

into tropical Mango, or thirsty for the newest flavour, Watermelon!

NTR type ad ideas that can increase case sales and distribution should be well received by these folks.

LG PUTS CANADIANS "IN THE ZONE" WITH NEW LINEUP OF KITCHEN APPLIANCES

<https://www.newswire.ca/news-releases/lg-puts-canadians-in-the-zone-with-new-lineup-of-kitchen-appliances-808771530.html>

LG Electronics Canada (LG) is pleased to announce the newest additions to its innovative home appliance lineup are now available for purchase in Canada. These intuitive appliances are designed to put Canadians 'In the LG Zone' by bringing the kitchen experience to the next level while seamlessly integrating into almost any kitchen space.

World's Most Powerful Battery-Powered Torque Wrench Launched by RAD Torque Systems

<https://www.newswire.ca/news-releases/world-s-most-powerful-battery-powered-torque-wrench-launched-by-rad-torque-systems-887602260.html>

RAD Torque Systems - a world leader in manufacturing industrial torque wrenches - has launched the first battery-powered torque wrench series capable of torquing up to 11,000 ft. lbs./ 15,000 Nm, the B-RAD Xtreme (B-RAD X). The launch of the highly anticipated B-RAD X makes it the most powerful cordless torque wrench in the world.

Good ad target.

Tighter conditions could push Canadian economy into a recession by end of year, new report finds

<https://www.newswire.ca/news-releases/tighter-conditions-could-push-canadian-economy-into-a-recession-by->

[end-of-year-new-report-finds-816199503.html](https://www.newswire.ca/news-releases/end-of-year-new-report-finds-816199503.html)

- *Economic forecasts suggest a mild and brief recession is a strong possibility in 2023, with the downturn hitting the economy unevenly.*
- *The Bank of Canada could cut interest rates in 2023 to weather any recession signals.*
- *Lending and investment in Canada will continue to be restricted due to rougher economic terrain.*

Strong consumer protection and consumer education will be important for open banking in Canada

<https://www.newswire.ca/news-releases/strong-consumer-protection-and-consumer-education-will-be-important-for-open-banking-in-canada-877675859.html>

Open banking is not yet available in Canada, but many Canadians are already using fintech apps that use screen scraping to access financial data. Screen scraping is different from open banking because consumers must share their online banking username and password. Sharing this information may violate consumers' electronic access agreements with their banks and expose them to security, privacy, and liability risks.

Explore this with your bank clients early and open a door to something more immediate you can help them promote.

300,000 children with healthier teeth thanks to the Canada Dental Benefit

<https://www.newswire.ca/news-releases/300-000-children-with-healthier-teeth-thanks-to-the-canada-dental-benefit-895021375.html>

As of now, the Canada Dental Benefit has helped more than 300,000 children get brighter smiles and healthier teeth. Dental care for those who need it most is now accessible for a whole generation of

children in Canada who will enjoy the health benefits for many years to come. The first benefit period will be ending on June 30, 2023. Children must have received dental care between October 1, 2022 and June 30, 2023, so book an appointment now to ensure you are eligible for the first benefit period.

Mastermind Toys Wins Two Best New Product Awards

<https://www.newswire.ca/news-releases/mastermind-toys-wins-two-best-new-product-awards-876659416.html>

Mastermind Toys is kicking off the summer season at the top of its game with two wins at the 30th annual Canadian Grand Prix New Product Awards, a second consecutive year of recognition as one of Canada's Best Managed Companies and the release of its latest Play Guide, focused on birthdays, baby play and backyard fun.



Good ad target for Christmas sales.

Teens hit the gym for free as part of GoodLife Teen Fitness summer program

<https://www.newswire.ca/news-releases/teens-hit-the-gym-for-free-as-part-of-goodlife-teen-fitness-summer-program-832399865.html>

GoodLife's free Teen Fitness summer program is open to anyone between the ages of 12 and 17. For the 13th year, teens can access nearly 200 GoodLife Fitness

clubs in communities across Canada for free, seven days a week, between July 5 and September 4, 2023.

This is going to need ad promotion!