



June 4th, 2012

Dear Towing Industry,

As you are aware over the past two or three years, the towing industry has been under a great deal of pressure on two fronts, first with ICBC policies and second, with the OSMV and the ILO program.

These two organizations are having a drastic financial effect on the towing industry as a whole. ICBC appears to be moving towards a "Request for Proposal" business model as they did with the Rental industry a few years ago. That simply means you maybe bidding against your competition or even a US conglomerate invited here, as happened in the rental industry. ICBC's one tow pilot is an experiment in drastically changing your business world. All of these outside forces may cause some tow companies to artificially fail.

Many in our industry believe that some in the collision industry have decided to use our towing and storage revenue, as a negotiating tool to increase their market share. They can do this by offering to store damaged collision vehicles for free on a 24/7 basis. Obviously, not all collision shops, but those with the financial resources that can strive for an edge over their own industry peers, and they can potentially do serious financial harm to the towing industry as well as other sectors.

As we look to other jurisdictions in North America, many in towing feel that we need to take charge of our industry, and operate as they do in these other jurisdictions. I'm sure you are well aware in your business, that falling volumes, increased costs and lack of the ability to set rates for your individual market is creating financial hard ship. This is for you as the owner and in your ability to remunerate and retain your drivers and employees. Many interior tow companies have a rural market and it is assumed by some, that rural costs some how fall inline with lower tow volumes, but in fact we surmise that may not be true at all.

Please find the attached membership for the WCABA. This association has been formed by towing industry members, who feel a different direction must be taken, in order to solve the towing industries problems. We need to be able to manage our own revenues and run our own businesses.

Please join in membership with your peers in setting a new course going forward and to change the current direction for our industry. We will be working and communicating immediately with the provincial and federal governments and stakeholders to make sure our industry situation is heard.

You, your business and your employee's deserve better than our current industry circumstance. We won't just sit and wait, until it's too late! Please make an application to join the WCABA today!

Yours truly,

Western Canada Automotive Business Association

A handwritten signature in blue ink, appearing to read "Dale Finch", is written over the printed name and title.

Dale Finch
President & CEO

Founding Members

Jamie Davis
Garry Leach
John Kampman
Jason Davis
Tom Lutz