



**Innovation
that excites**

*Our 38th year in
partnership with
Mount Pearl*

*A flagship dealership
second to none in
North America*

*Preserving the
heritage of our City
while moving our
community forward*

*Economic growth in
uncertain times*

*A plan designed to
improve who we are
and our community*

O'NEILL NISSAN

MOUNT PEARL

Proposed O'Neill Nissan Provincial Headquarters Facility

During times of economic uncertainty, the O'Neill Automotive group are executing their plan of provincial expansion. The City of Mount Pearl will be our Provincial Headquarters and the launch pad for our future success. Mount Pearl is our home, our origin and our future....



Introduction

The O'Neill Auto Group is an ever-evolving entity, constantly responding to the needs of customers, markets, economic trends and manufacturer goals. Our process is homogeneous and structured with leadership coming directly from Rick O'Neill to ensure our course is defined and attained. We strived to be leaders in corporate citizenship and partners with our community. Mount Pearl has been our home and it is our goal to reflect our community in the modern, ethical and leadership practices we hold ourselves too.

Since 2014 Rick has taken total control of the group and is now sole owner. Since that transition, the group is more focused, driven and ultimately successful. That success is measured across various metrics, which include our contribution to the brands we represent, profit, the satisfaction for our family of customers and the prosperity of our employees.

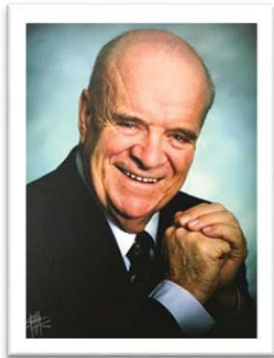
Rick's vision includes the continued evolution of our group into a provincial entity with a province wide network servicing our brands and customers. This provincial initiative began with the opening of our Nissan Corner Brook in the fall of 2016 and will continue in 2018 as Nissan Grand Falls Winsor opens. Mount Pearl will be the site our new Nissan and Provincial Headquarters facility. This facility will serve as the launch platform to continue our provincial expansion.

Our growth and expansion can be attributed to several major factors. Firstly, our people and their efforts make us successful. Secondly, we are grateful to be partnered with Mount Pearl. With further expansion and brand diversification on the horizon, it is an exciting time to be a member of the Newfoundland group of companies.



History..." we are a product of our history, but learning from past mistakes makes our future more secure"

The year was 1979 and Dick O'Neill opens his first Nissan with his two sons Rick and Chris. This marks the beginning of the O'Neill family's journey into the automotive industry. As with any new venture there are struggles and challenges all of which are dealt with through the tenacious approach that Dick was known for in the community. Problems are solved, deals are done, and vehicles drive across the curb, using his desk as the playing field of choice. This one on one strategy continues to be refined and deployed.



With his two sons a part of the team, the management structure grows as well as the staffing complement. As momentum increases, so do sales and facilities until 1988 when the Jaguar brand is added to the organization. Further, in 1989 we see the addition of Clarenville Toyota to the group and it will remain a productive part of the group for the next nine years.

The premium component of the group further grows to take advantage of the expanding local market. The O'Neill's add Land Rover in 1996, Volvo in 2003 and later in 2014 the Infiniti dealership is opened.

To further diversify, the group now expands its two-bay body shop into a stand-alone facility which will become a FixAuto in 2010. This too takes on a life of its own and flourishes, until 2016 when a new 12,000 square foot facility is opened to provide sufficient capacity for the incoming work. Today this facility remains a flagship in the FixAuto brand.

To this day Nissan remains the backbone of the group and it has been the focus of a provincial expansion plan. Phase one of this plan ended in fall 2016 when Nissan Corner Brook opened its doors to the western Newfoundland market. Phase two commenced in August 2017 with construction starting for Nissan Grand Falls Winsor. This 15,500-square foot NREDI 2.0 dealership will commence sales in the Summer of 2018, satisfying the needs of the central portion of the island.

To complete the network across the Province, plans are being made to construct the OAG Provincial Headquarters in the new Mount Pearl Nissan. This facility will house the new NREDI 2.0 Nissan on the first floor with the second floor the headquarters offices.

The group's management team receives an infusion of youth and perspective in 2013 with the addition of Rick's son, Richard to the group. Once acclimated to the group and business at large, Richard assumed the role of Group General manager as of May 10, 2017.

Our Team..." we are a collection of empty buildings without our family of employees"

Executive Team

Rick O'Neill – Dealer Principal – 38 years service

Linda Cranford – Provincial Controller – 26 years service (35 years industry)

Richard O'Neill – Provincial General Manager – 4 years service

Stephen Lundrigan – Provincial Operations Manager – 3 years service

Management Team

Brian Howell – Nissan Parts Manager – 32 years service (34 years industry)

Bob Thornhill – Nissan Service Manager – 2 years service (38 years industry)

Jason Richards – Nissan Sales Manager – 9 years service (17 years industry)

Wayne Simmons – Nissan Sales manager – 3 years service (12 years industry)

Richard Jeavons – Land Rover, Jaguar, Volvo Sales Manager – 3 years service (21 years industry)

Julie Poole – Assistant Controller for the Group – 1 year service

Chris Fowler - Land Rover, Jaguar, Volvo Service Manager – 1 year service (20 years industry)

Aaron Hynes – Nissan Corner Brook General Manager – 1 year service (15 years industry)

Jay Mathews – Nissan Corner Brook Sales Manager – 1 year service (5 years industry)

Sheldon Mosher – Nissan Corner Brook Service Manager – 1 year service (15 years industry)

Lloyd Letemplier – Nissan Parts Manager – 1 year service (20 years industry)

Wayne Murphy – FixAuto Collision Center Manager – 3 years service (30 years industry)

Rod Snelgrove – Preowned Sales Manager – 8 years of service (20 years industry)

Steve O'Keefe – Wash bay Manager - 2 years service (20 years industry)

Current Facilities

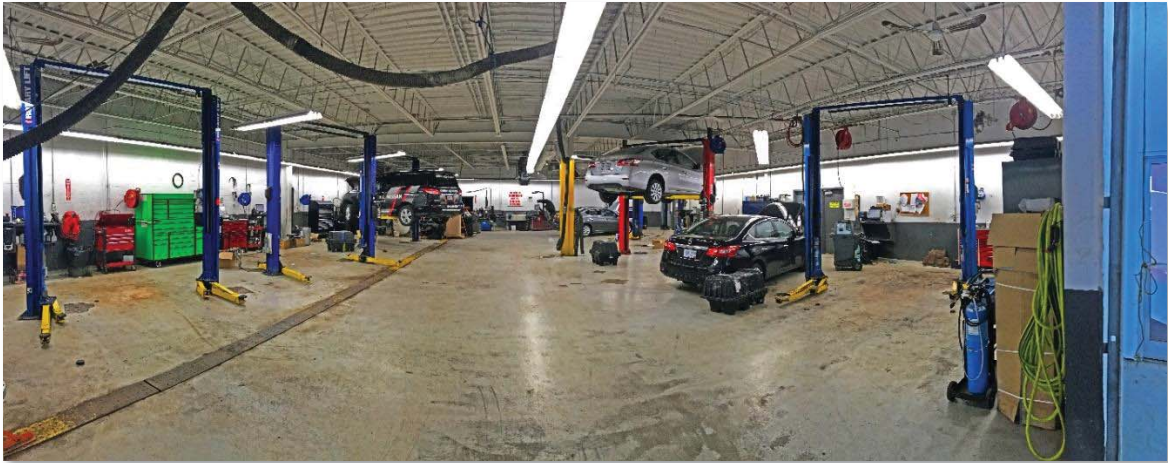
The following is a brief pictorial description of our current facilities.

NISSAN Mount Pearl



Opened in 1979, this 16,500-square foot facility has been renovated several times and has served the group well. Unfortunately, with increased demands it must be replaced with a facility that can service the future needs of our customers. As Nissan crosses over into the 1000 plus units a year, the 8 car showroom and 16 bay service area will not be able to meet the needs for much longer.





As depicted above, the current Nissan service area has limited space and low ceiling which restrict productivity. Nissan makes use of five bays in the Infiniti dealership as of now, but it is a temporary solution at best.

Infiniti of Newfoundland



Opened in May of 2014, the Infiniti dealership is a state of the art facility measuring 16,000 square feet. With such features as in-floor heating, computer controlled environment systems and above required energy savings systems, it remained the flagship dealership until the Nissan Corner Brook opening in 2016.



FixAuto St. John's

Opened September of 2016, the new FixAuto facility is a state of the art, 12,000 square foot collision center designed to suit the needs of this ever-growing portion of our group. Located at 1250 Kenmount Road in Paradise, NL it is on a main thoroughfare in the heart of a rapidly expanding community.



This facility is the flagship of the FixAuto network and is featured in the FixAuto international branding Reference guide. Here too we see such innovations as in-floor heating and computer controlled environmental systems and shop lighting designed to provide the proper lumens at floor level for the technicians.

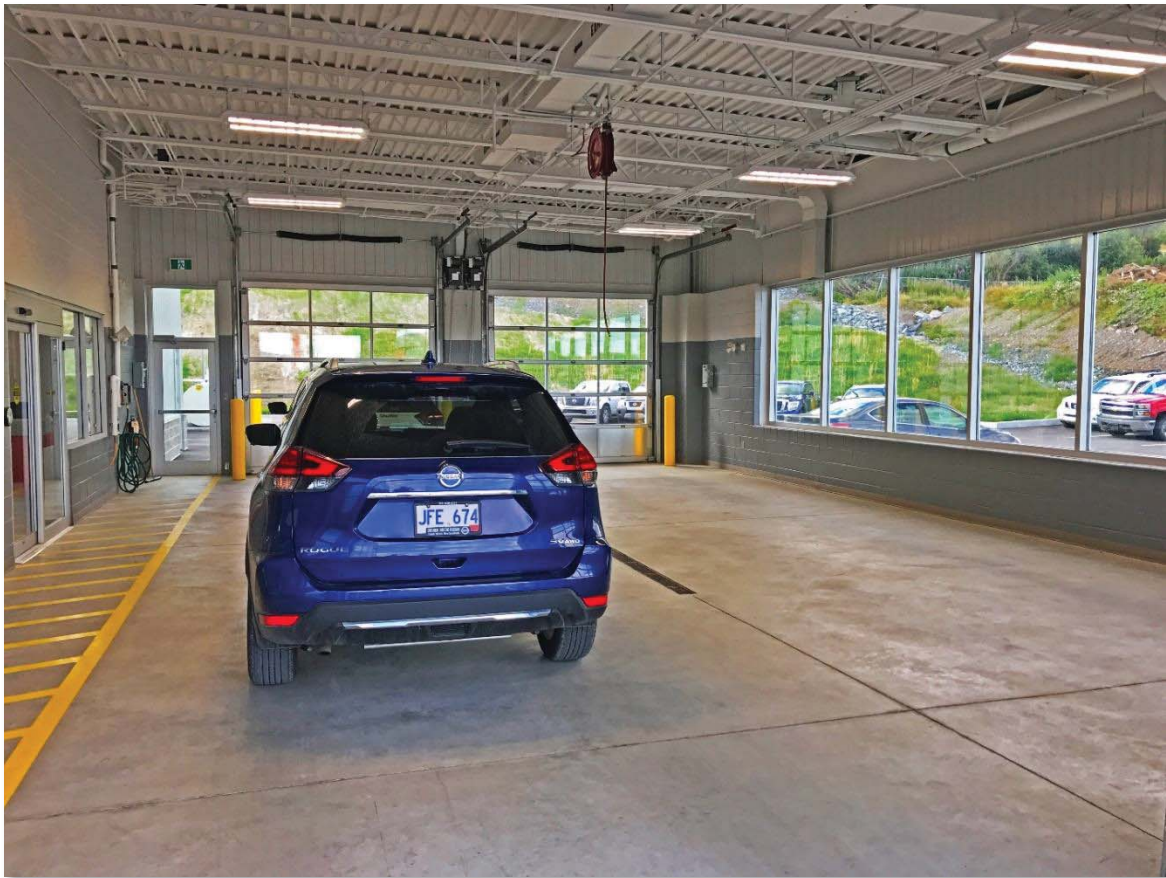


In 2018 / 2019 our FixAuto collision center will be relocated on Topsail Road, Mount Pearl with an international flagship facility second to none in the FixAuto network. We look forward to working with the City of Mount Pearl on this multi-million dollar, 40,000 sq. foot project.

NISSAN Corner Brook

Opened in November of 2016 this NREDI 1.0 facility stands proud as the flagship of our group. With 18,500 square feet and the most advanced systems of any building in our group, this dealership and its Team have exceeded our expectations continually since the grand opening.





NISSAN Pre-Owned



Opened in 2009, this 10,000-square foot facility houses the O'Neill Pre-Owned Team and washbay services. Formerly the site of FixAuto, it was renovated and converted to its current purpose in the fall of 2016. This facility is scheduled to be replaced in 2019 /2020 with a state of the art dealership match our new Mount Pearl Nissan.

NISSAN Mount Pearl the future is coming to Mount Pearl and the automotive world is watching

As our group continues to expand across the Province, we have realized the need for greater personnel and logistical support for the organization. This realization is coupled with ever increasing sales at our Nissan dealership. Our current Nissan was designed for sales of 350 units per year. This year will see sales in excess of 1100 units from the same dealership which creates an inordinate amount of issues to be dealt with every day.

In response we offer this proposal which lays out for the City of Mount Pearl, a state of the art, flagship Nissan complex, second to none in North America. The new facility will be NREDI 2.0 compliant with the Provincial Headquarters housed on the second floor. It will be located on 8-acre site sculpted from the hillside of Topsail Road using terracing. A mixture of architectural retaining wall, green space and asphalt will create a land mark for the people of Mount Pearl to enjoy and be proud of. This project is of such a scale that Nissan Headquarters in Japan is directly involved in the planning stages. We anticipate our grand opening will coincide with our 40th anniversary celebrations in 2019. This event is something we hope our City will participate in and celebrate with our O'Neill family.

The project itself is \$20 million dollars covering 55,000 square feet, located on 8 acres of sculpted landscape. Our site will enhance our adjacent neighbours and add value to their properties. The businesses in our proximity will benefit from increased retail customer traffic and the residents will enjoy a neighbouring property that will be aesthetically appealing beyond the normal.

State of the art materials and technology will be used to produce a land mark for the City, not just another building. An engineering lighting study will ensure the property is lit properly without causing any lighting pollution issues for our neighbours.

The following are Nissan design renderings which accurately represent our end product.





The building is designed to guide customers through a central entry element and naturally progress through the building in a stress free, efficient environment.



Massive custom glass door, provide a grand entrance and a feeling of awe and luxury.



Suspended ceilings divide the areas of the space and provide unique spaces to relax and enjoy the process of becoming a Nissan family member. Technology is used to provide customers with fully customized buying options.



Stunning vehicle displays and furnishings make the experience beyond the usual expatiations.



Our dealership will feature a four lane, twenty vehicle, drive in service area to ensure customers avoid the harsh weather while using our services.



Gone are the days of greasy, dirty garages. Nissan Mount Pearl will be a technical service center second to none anywhere.

Preserving history while moving into the future... our city, our history, our responsibility

O'Neill Motors has proposed the purchase of three properties along Topsail Road for Nissan Mount Pearl. The McGrath House is located at 906 Topsail Road and is currently zoned as a heritage resource. At the request of the City, Woodford Sheppard Architecture Ltd has prepared a heritage report for the McGrath House. The Heritage Report found that the cost to refurbish the McGrath House would be prohibitive and the construction costs required to allow the structure to be occupied would be infeasible. Our group will seek the rezoning of 906 Topsail from "Heritage Resource" zoning to "Commercial Mixed" zoning, as this property will be needed for vehicle storage and display.



We will honour the historical significance of the McGrath House by naming the proposed café in the new dealership as "McGrath's Landing". The café will be situated on the second floor of the building and overlook the showroom and outside property through the massive two-story glass front of the building. Further we will conserve a unique door/sidelight, a feature window, and an ornamental cornice. These historical pieces will be conserved in a prominent display within McGrath's Landing.

This will be the first Nissan café in North America and will provide a relaxing location where the McGrath House display can be admired by clients. In addition to the display, a detailed description of the McGrath House will be exhibited to highlight its significance and to highlight past residents of the home.

It will be our honor to serve as the guardians of this piece of Mount Pearl history for years to come.

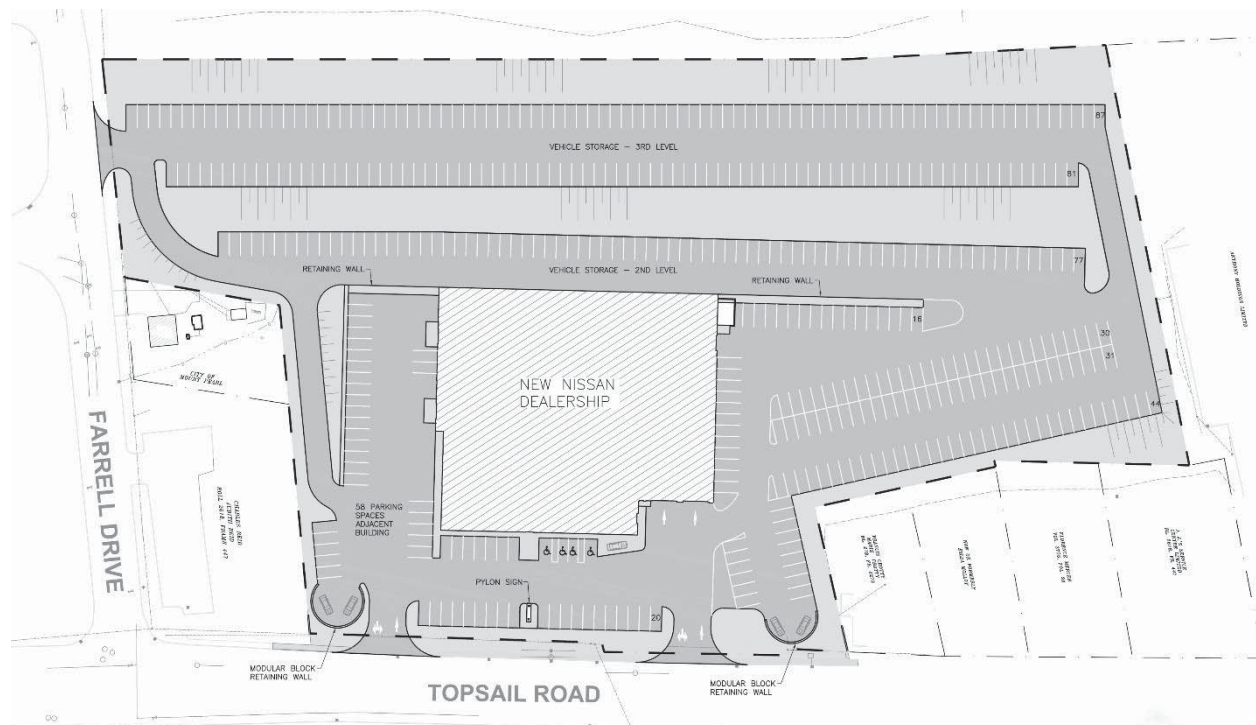
A site sculpted from land ...

Sculpted from the land by professionals using the latest technology, our Nissan will blend into the neighbourhood providing enhancement to our neighbours. This elegant development will bring increased retail traffic to the area, but through effective design, congestion and noise will be controlled.

Customers and passers by will be treated to a terraced landscape consisting of mixed alternating layers of greenspace, architectural stone, gleaming new vehicles and high-quality asphalt. The amphitheatre design follows the natural contour of the hillside and intelligently controls the flow of rain water so as not to impact surrounding properties. In fact, our design will correct several long-standing issues with storm water run off in this area.

Wide, sweeping parking lot entrances allow traffic to enter and exit effectively without adversely interfering with traffic flow.

Our site is nestled into the neighbourhood meeting existing grades so as not to disturb our neighbours. The scape of the properties will flow and blend seamlessly together as if we have always been there.



Just the beginning ... our group intends on a complete refurbishment of our auto mall

The new Nissan Mount Pearl is phase one of our long-term plan to redesign our facilities on Topsail Road into a new auto mall complex. Once Nissan is completed, our people and resource will be amalgamated into this central location. Once that has happened we can begin phase two of our redevelopment.

JAGUAR LAND ROVER - \$3,000,000 renovation

The current Nissan building (938 Topsail) will be renovated and transformed into a new Land Rover Jaguar Global Arch facility”.



This design is a global initiative by Jaguar Land Rover to elevate their brand beyond all the competition.

VOLVO – \$2,000,000 renovation

The existing Jag Land Rover building (934 Topsail) will be renovated into a dual dealership featuring Volvo and a premium brand yet to be announced.



FIXAUTO - \$3,000,000 construction project

As previously mentioned, our intention is to further partner with the City of Mount Pearl and develop our property located at 969 Topsail Road. Currently and underdeveloped site primarily used for inventory storage, this would be brought to a road level site for our new FixAuto collision center.

The current facility located at 1250 Kenmount Road, Paradise, will be repurposed and the franchise moved to Mount Pearl. At this location we intend on building an international flagship collision center measuring 40,000 square feet, featuring the latest technology and design.



Concept image of FixAuto

Economic Development...

The move for Nissan into a larger dealership will by default increase sales. We project annual sales will increase from 1000 (2017) to 1300 (2019) simply by increased space and better workflow. The landmark dealership will also draw a percentage of potential customers that simply want to experience the building. Increased sales equate to increased numbers of our customers moving through the City of Mount Pearl.

As sales increase the need for us to add more people to our team also grows. Initially Nissan will need 20 additional people thus increasing jobs in the Mount Pearl area. As we progress with the redevelopment of the entire auto mall, each dealership will have to increase its workforce to keep pace with projected sales volumes.

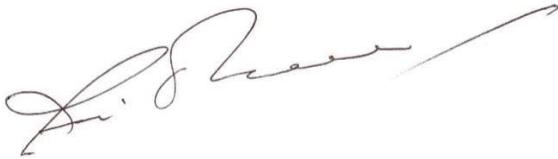
The situation is a win for both our group and the City of Mount Pearl. This trend contradicts the current economic environment, placing us where we both need to be. We intend to be poised to take on a resurging market when the economy swings back to an upward trend.

In Closing

While this document can not express all there is to know and understand about our group, it certainly attempts to convey the passion and commitment invested by the O'Neill family and all the Team Members who are a part of this journey. Today we have people in our ranks that have been with us for 30 years and continue to form the foundation that holds up our group through good and bad times. We continue to educate and nurture the second generation as they learn the business, develop skills and take their rightful place in the ranks.

As we expand outwards the excitement grows and our people are more engaged now than ever, they are excited to be a part of something growing and maturing. Moral is at its highest with discussions of the new Nissan Mount Pearl fuelling enthusiasm about things to come and how everyone can partake in the process.

It is a time and place we currently find ourselves in which Dick O'Neill could not have foreseen 38 years ago, but one we are confident he would have approved of and partaken in to his utmost. We invite the City of Mount Pearl to join this journey with us and be a part of something great developing in our City and Province.

A handwritten signature in dark ink, appearing to read 'Rick O'Neill', with a long, sweeping horizontal stroke extending to the right.

Rick O'Neill