

FOR IMMEDIATE RELEASE

## **Vaughn Wyant Proud New Owner of Lakeland Ford in Prince Albert**

Prince Albert, Saskatchewan (January 4, 2010) – Vaughn Wyant, with the purchase of Lakeland Ford in Prince Albert, promises big things including better selection and price advantages for buyers in northern Saskatchewan.

Wyant, owner of the Vaughn Wyant Automotive Group, says his thirty years in the business have taught him a great deal and he plans to put that expertise to work for new and existing customers in Saskatchewan's north country.

"Adding Lakeland Ford to our automotive group effectively makes us the biggest Ford force on the prairies," says Wyant. "We want Prince Albert and area to reap the rewards that come with our bigger family – buying power, increased selection and better prices. Yet, we want to be sure that every customer receives the straightforward, friendly service they've grown to love and expect from Lakeland Ford." Wyant continues, "Prince Albert is a great community and we plan to immerse ourselves in the culture here."

Prince Albert Mayor, Jim Scarrow, echoes Wyant's enthusiasm, "I have known both Dennis and Vaughn for many years and I congratulate them both. I am delighted that Lakeland Ford under Vaughn's award-winning leadership will continue its community involvement and support that Dennis has established. This purchase indicates Prince Albert's increasing importance as Saskatchewan's third largest major retail centre. "

Lakeland Ford has been a respected cornerstone of the Prince Albert business community for over 20 years, providing quality Ford products and award-winning service. Dennis Balon, Lakeland Ford's owner, was discerning about who he would sell his business to and readily confirmed that Vaughn Wyant was the perfect choice. Balon says, "Vaughn is one of Canada's most respected Ford dealers and there's no one I would rather sell my company to. He's a stand-up guy and he's made his two dynamic sons, Phillip and Michael, integral to Lakeland Ford's future. The dealership, our employee group and our many customers will be in very good hands."

Vaughn Wyant has been in the automotive business in Saskatchewan for over 26 years. He owns 8 dealerships in Saskatoon, 5 in British Columbia and now adds one in Prince Albert. In total, he employs 300 people and is a contributing member in each community where he does business.

Vaughn has consistently received Ford of Canada's President's Award, has won ABEX awards for Marketing and Community Involvement, has been named Entrepreneur of the Year by Deloitte Touche (1996), was awarded the Canadian Automobile Dealers Association prestigious "Laureate Award" (2008) and most recently was named to Saskatchewan's Top 100 Companies (2009).

The Vaughn Wyant Automotive Group takes ownership of Lakeland Ford effective January 4, 2010, with business as usual. To find out more, please visit [vwag.ca](http://vwag.ca).

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