

● FAMILY OWNED SINCE 1959 • ALPHA DRIVE AI PARTNER

Three generations, one standard.

Cold Lake Ford and the Ducharme Group

Some dealerships sell cars. The Ducharme family has been building a reputation in Alberta's Lakeland since 1959.

3rd

Generation dealer principal

5

Automotive franchises, plus motorsports & RV

200+

Team members

3

Communities • Bonnyville, Cold Lake, St. Paul

THE FAMILY

It started with **Archie Ducharme** in Bonnyville. His son **Marcel** took over and was recognized by his peers as TIME Dealer of the Year in 1992. Then Marcel's son **Greg**, whose first job at the dealership was dusting the brochure rack, rose through the business to become the third-generation dealer principal.

In 2015 Greg was named the **MDA Alberta Dealer of Excellence** — one of only two dealer awards in the province each year, nominated by fellow dealers and chosen by past winners. Marcel had won it before him. The association cited multiple Ford President's Awards for sales and customer satisfaction.

THE TIMELINE

- **1959**
Archie Ducharme opens in Bonnyville
- **1992**
Marcel named TIME Dealer of the Year
- **2001**
Greg brings Cold Lake Ford into the family
- **2006**
Adds Bonnyville and Cold Lake Chrysler
- **2015**
Greg named MDA Alberta Dealer of Excellence

THE DUCHARME FORMULA

01

Run on sound business principles

02

Embrace change

03

Really like people

04

Keep employees and customers more than satisfied

Embracing change has sometimes meant staying open until 3 a.m. to get customers' vehicles serviced.

A team that "treats you like family."

WHAT COLD LAKE FORD CUSTOMERS SAY

- Service opens at 7 a.m. on weekdays and stays open Saturdays
- Customers squeezed in the same or next day
- A vehicle delivered all the way to Calgary
- People drive in from across Alberta and Saskatchewan

Family owned. Community rooted. Recognized by their peers.

From Santa's Elves toy drives to local golf tournaments and community sponsorships across the Lakeland — that's the Ducharme way.

CONTINUED →
EXCELLENCE, MATCHED

• EXCELLENCE CHOOSES EXCELLENCE

“The phones were ringing off the hook.”

Then Cold Lake Ford went live with Alpha Drive AI.

An award-winning dealer, recognized by its peers, chose an award-winning AI partner. Alpha Drive AI now answers the phones so Cold Lake Ford's advisors can do what made the Ducharmes famous: take care of people.

BEFORE & AFTER

BEFORE ALPHA DRIVE AI

Phones ringing off the hook, pulling advisors away from the customers in front of them.



WITH ALPHA DRIVE AI

“A really good relief in phone calls” — advisors focused on their core tasks.

IN THEIR WORDS

01 • WHY US

The best demo of any AI company

Referred by Ducharme Motors, Cold Lake Ford compared the field. “Alpha Drive AI had the best demo out of all AI companies.”

02 • THE RESULT

Time back for advisors

“Alpha Drive AI helps in saving time for the advisors and removing workload from the team.”

03 • THE SUPPORT

Quick, friendly, fixed fast

“Everyone from the Alpha Drive AI team is friendly, supportive, and they work to get items fixed in a timely manner.”

EXCELLENCE, MATCHED

COLD LAKE FORD • DUCHARME GROUP

MDA Alberta Dealer of Excellence

Nominated by fellow dealers, chosen by past winners

Three generations since 1959

Archie, Marcel, Greg

A team that “treats you like family”

Really like people

Open until 3 a.m. when it counts

Embrace change

ALPHA DRIVE AI

Dealers’ Choice Award winner

Best Virtual BDC, voted by dealers

Running dealership BDCs since 1993

Built by BDC people, not Silicon Valley

“Friendly, supportive” and “very quick”

In Cold Lake Ford's own words

Answering every call, 24/7

The best demo of any AI company

Excellence recognizes excellence.

“We would recommend Alpha Drive AI to others. They have been really helpful, and the customer service is fantastic.” — Cold Lake Ford

[ALPHADRIVEAI.COM](https://alphadriveai.com)

BOOK A DEMO