

Saab DriveSense

The new 9-5 is the first Saab to offer real time damping control through Saab DriveSense, which includes a range of adjustments that helps the car adapt to the way it is being driven. In addition to the default 'Intelligent' mode, two further settings, 'Sport' and 'Comfort', can be selected via a rotary knob next to the gear shift.

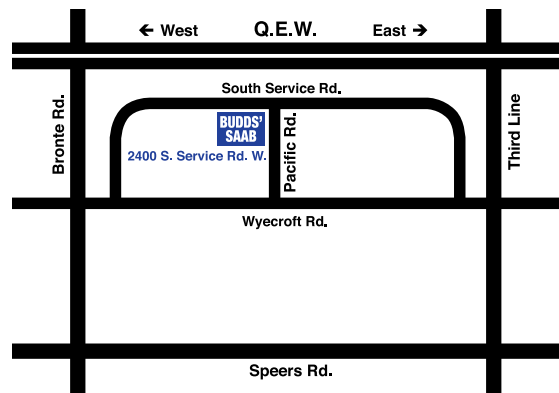
In real time, 'Intelligent' mode adjusts the car's handling characteristics in response to driving style. It continually varies the stiffness rates of the electronically-controlled dampers, the action of the electronic throttle and the degree of power steering assistance.

The 'Sport' setting introduces a firmer range of adjustment for the dampers, offering even greater body control. In addition to sharpening the throttle pedal response and reducing the level of power steering assistance, 'Sport' mode also raises the gear shifting points with automatic transmission and sends more drive torque to the rear wheels.

By contrast, 'Comfort' mode, optimizes ride refinement by enabling a softer range of adjustment for the dampers and a smoother throttle pedal action. It provides enhanced compliance over rough road surfaces and is the most appropriate setting for optimum fuel economy.



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BUDDS' SAAB NEWS

Saab is back!

The first truck with new 2011 Saab product rolled up before the end of November. It seems like a long time coming, however, one has to consider the amazing strides Saab has made in such a short time. Only since early in 2010, Saab restarted a factory, set up new contracts with all suppliers, re-developed distribution networks in the world wide network, signed an engine deal with BMW, launched and began production on the completely new Saab 95 and continue to work on the new projects like the Saab 94x and 92.

Emblazoned on the logo of their new owner, Spyker Cars is the motto, "Nulla tenaci in via est via," or "For the tenacious, no road is impassable!" Mr. Muller brushes aside any pessimism as the kind of self-fulfilling prophecy that brought Saab to the brink of closure. "If you are a skeptic in this business you have a better than average chances of proving yourself right," he says, rejecting the argument that there is no place for niche carmakers in an industry dominated by big producers. "What about Porsche?" How can a small car manufacturer that was on the edge of bankruptcy in the 1980s, now make 100,000 cars a year and big profits? Where was Audi 10 to 15 years ago? Now it sells 1 million cars!"

Budds' have been associated with Saab in Canada since 1977. Thirty three years of heritage. The opportunity to create the new Saab is one we are ecstatic to be part of.

Budds' and Saab thank all our loyal customers for the patience you have shown during the last year. We know, you too, are pulling for Saab. As always, our Saab customers will be the brand ambassadors as we begin our new exciting chapter.

2011 Saabs Arriving at Budds'





New Saab 9-5

The all new 9-5 brings traditional Saab styling cues thoroughly up to date and when compared to its

previous-generation is 6.8 inches longer, 3.0 inches wider and has a 5.3-inch-longer wheelbase. Inside its quiet, spacious, tastefully-crafted cabin are more traditional Saab shapes echoing the exterior design. Legroom is increased front and rear vs. the previous 9-5, and the interior

materials, fit and finish, and tactile quality of the controls all have a premium feel. The large center console sweeps up into a display of deeply-recessed dials, where the crisp, floating displays are illuminated in signature Saab green and a rolling altimeter-like speed meter alludes to Saab's aviation heritage.

If you have owned and enjoyed Saab cars in the past, you should love this new and best-ever Saab 95. It is distinctive outside, quiet, luxurious and roomy inside, and it strikes an excellent balance of performance and fuel efficiency.

Saab 9-3X Combi

Another new addition to the 2011 Saab line up is the 9-3X with Cross Wheel Drive, (XWD) combined with the fuel-efficient 2.0-liter turbocharged four-cylinder engine delivering 210 horsepower and 221 lb-ft of torque.

The chassis has been raised 1.4 inches when compared to the front-wheel-drive 9-3 SportCombi. This enables



the 9-3X to handle more rugged driving terrain. It is specifically designed for those who frequently hit gravel or unpaved roads, while still offering competent handling on asphalt.

The 9-3X is an efficient all-rounder for anyone who doesn't want or need an SUV type vehicle. Simply put, Saab is offering a trekking shoe

that will do what's required in more comfort and style than a heavier mountaineering boot.

Saab 9-4X Coming in 2011

The new 9-4X brings unique Saab design and engineering values to the growing, luxury mid-size crossover segment. Distinctive Scandinavian and aircraft-inspired looks are combined with car-like handling and ride characteristics, which delivers driving and design appeal in equal measure.

Having made its world premiere at the Los Angeles Auto Show, the 9-4X expands Saab's product portfolio to three car lines and will provide a fresh,

alternative choice for independently-minded crossover buyers.

Watch for the 9-4X to appear in our showroom May 2011.



Pictured from left to right, Adrian Ratelle (Sales Consultant), Peter Shiwram (Service Manager), Chris Budd (Owner), Lee Andrews (Sales Consultant), Jason Blain (General Manager).

Budds' Saab Sales Staff is Here to Help!

The Management and Sales Team welcome you to Budds' Saab. With over 58 years combined experience we can help you find the Saab that best fits your wants, needs and desires. Pop in or drop us a line to arrange a test drive of one of our exciting new Saab models.



Pictured from left to right; Mark Dunn (Technician), Jeremy Moras (Apprentice), Mark Enns (Service Consultant), Alistair McCaig (Technician), Alan Dowdell (Driver), Dave Watt (Parts Manager), Chris Spark (Ass. Service Manager), Steve Mochon (Apprentice), Matthew Burns (Parts Consultant), Doug McCarthy (Driver).

Budds' Saab Service Team Keeps You Running!

With over 50 years of experience between our factory trained technicians, no one is better prepared to service your Saab.

What Winter Wheels Do You Really Need?

The fundamental differences between an all season and winter tire is how their tread design and rubber compound interacts with different climactic conditions. Winter tires have extra 'siping' or cuts in their tread design for an increased grip on ice, and they evacuate water accumulation effectively.

Winter tires also contain a special compound mix which allows the rubber to stay softer at lower temperatures, increasing overall grip. As temperatures drop, standard non-winter compounds show decreased elasticity - resulting in a reduced



contact area and a decrease in overall grip. Bottom line, winter tires are more specialized and offer more driving enjoyment and safety throughout the winter months.

BMW To Make Engines for the New Saab 9-3

Saab and BMW announced an agreement for the supply of engines to be used in next-generation Saabs. Under the agreement, BMW will supply Saab with 4-cylinder 1.6 liter turbocharged gasoline engines from 2012. The engines will be adapted to meet Saab's specific requirements.

Victor Muller, Chairman of Saab Automobile, said: "This is a major step for Saab on our road to becoming a profitable independent premium car maker. In line with our strategy, we will continue to capitalize on our own engineering expertise while also working with the very best partners.

Saab National Training Held at Budds' Saab!

Saab vehicles are coming back and Budds' Saab is playing a huge role in ensuring the brand settles in the Canadian marketplace.

Budds' is the original dealership for Saab in Canada, established in 1973 by the Budd family.

Budds' played a major role in restoring the faith of their Saab customers by spearheading talks with GM and Saab Sweden, the outcome was positive, Saab is back. Budds continue to support the brand by facilitating Saab training across Canada in their dealership. Budds recently hosted the press conference for Saab re-launch in Canada. "Budds' is definitely committed to the brand" said Chris Budd.