



# AIR MILES® used to increase sales

A leasing company uses AIR MILES® to differentiate themselves from the competition

## BACKGROUND

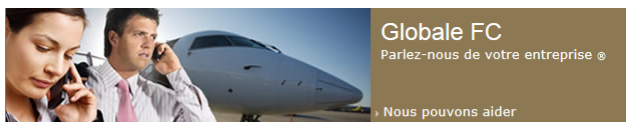
**Industry:** Business to Business - Equipment Leasing  
 AIR MILES INCENTIVES® client since December 2009

**Business Objectives:** To increase sales in the leasing of heavy equipment

**Program:** 1 AIR MILES® reward mile for every \$40 leased

## ADVERTISING SUPPORT

- [www.globalefc.com](http://www.globalefc.com)
- Email campaigns to current clients



Avec plus de quinze années d'expérience, Globale FC est chef de file en matière de financement corporatif au Canada. Globale FC a pour mission d'offrir aux professionnels d'industries variées, les meilleures conditions de financement sur le marché ainsi qu'un service personnalisé. Qu'il s'agisse d'un projet de financement conventionnel, de financement d'équipement ou de financement hypothécaire, Globale FC a la solution financière la mieux adaptée aux besoins de votre entreprise.

<b>Financement d'équipement</b>  › Crédit-bail › Prêt à terme › PPE › Améliorations locatives	<b>Financement Corporatif</b>  › Marge de crédit › Investisseurs immigrants › Capital actions	<b>Financement Hypothécaire</b>  › Bâtisse résidentielle › Commercial et industriel
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Notre engagement envers le Canadian Museum for Human Rights.  
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## TESTIMONIAL HIGHLIGHTS

*Year after year, we are working very hard to increase our market share with an eye on always offering more to our faithful clientele. The AIR MILES Program forms an integral part of our customer satisfaction plan that was conceived and instigated by Globale Commercial Finance. Our alliance with AIR MILES INCENTIVES®, combined with our customer satisfaction approach to business, represents without a doubt an added value to a well established company that is constantly looking for ways to distinguish itself from its competition.*

Mathieu LeFebvre, Vice President  
 Fall 2011

