DEALER DIRECT CANADA

PRESS RELEASE

For Immediate Release

Auto Industry Veterans Cindy Trimper and Crystal Saulnier Join Dealer Direct Canada

March 16, 2026 - Toronto, Ontario, Canada. Paul Stern, CEO, and Charles Saleh, CFO of Dealer Direct Canada, are pleased to announce that Cindy Trimper and Crystal Saulnier have joined the company as Mergers and Acquisitions Associates.

Cindy worked in various roles at Scotiabank for 13 years before moving to the auto industry. She has worked at a used car dealership managing its business offices, and later she became a district manager in Atlantic Canada representing companies in finance and aftermarket products.

Crystal worked as a paralegal specializing in residential real estate before pivoting to the automotive sector. She worked in the business office of a busy dealership, and for the past 14 years, she has worked with Atlantic Dealer Services, representing various automotive financial and aftermarket products.

“Cindy and Crystal bring a wealth of knowledge in the banking and automotive industries, and we’re delighted to have them represent DDC in Atlantic Canada,” says Stern. “Wishing Cindy and Crystal much success in their new roles as M&A Asscociates.”

Dealer Direct Canada specializes in expediting entry and exit strategies for Automotive Dealerships. The company works with buyers and sellers, and provides professional services that include Dealership Valuations, Buyer / Seller / OEM Consultations, Strategic Advice, Succession Planning, Confidential Dealings and a Canada-Wide Network of Potential Buyers.

For more information, please contact Cindy or Crystal directly.

Cindy Mobile
902-292-4427

ctrimper@dealerdirectcanada.com

Crystal mobile
902-225-8004

csaulnier@dealerdirectcanada.com



Cindy Trimper



Crystal Saulnier