

UNSTOPPABLE

The story of asset-based finance & leasing in Canada

Beth Parker

Unstoppable tells the previously untold story of a business that has grown to be the largest source of debt financing to Canadian companies and consumers outside of traditional banking. This book covers the rollercoaster ride of asset-based finance, now a \$300 billion business, through interviews with business trailblazers such as Jim Pattison and Steve Hudson, who led the industry for the past half century. It is an entertaining and personal business history that will inspire both students of Canadian business history and entrepreneurs alike. *Unstoppable* shows how this form of finance helped to grow Canada's economy by financing equipment and vehicles of all kinds. It chronicles the rise and fall and rise again of car leasing and the industry's struggle to stay alive in the depths of several recessions, most recently in 2008-2009. The business not only survived, it thrived, mainly because of the Canadian business leaders who were determined to keep credit flowing, even in the worst of times.

Beth Parker writes for business and organizations in Canada and the United States. Her clients range from Fortune 500 companies to start-up entrepreneurs. Beth has an English degree from the University of Toronto (Victoria College) and an MA in journalism from the University of Western Ontario.

The untold story of how entrepreneurs created a new type of finance in Canada

Reviews

"*Unstoppable* is a pioneering look into a vital sector of Canada's economy. It tells of entrepreneurs: their visions, setbacks and successes. It documents booms and busts, risks and rewards, as leasing expanded with many of Canada's most dynamic businesses. And it reveals asset-based finance's importance to the investments that drive growth and support Canadians' quality of life."

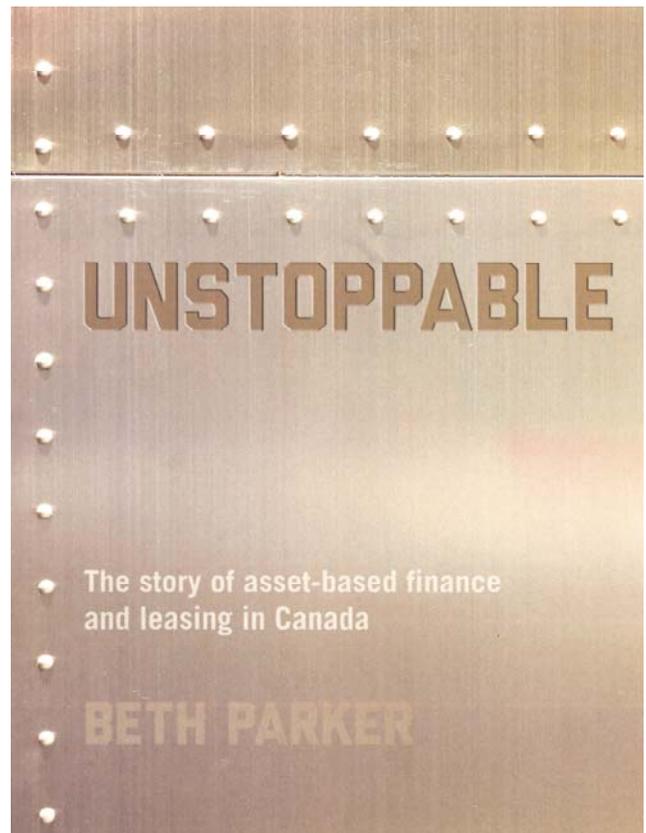
William B.P. Robson, President and CEO, C.D. Howe Institute

"Despite the rocky 2008-9 period that witnessed a major reduction in asset-backed financing and leasing in Canada, the industry has thundered ahead with over \$300 billion in transactions today. It is for good reason why this industry is "unstoppable" but to find out, read this well put-together history. It is a very enjoyable review of an industry that is should be understood by any one working in finance."

Dr. Jack M. Mintz, Palmer Chair of Public Policy, and Director of the School of Public Policy, University of Calgary

"*Unstoppable* tells the story of asset-based finance and leasing in Canada an often ignored but a important part of the Canadian financial system. From the earliest beginnings the subsector has made the financing of vehicles, office equipment as well as specialized equipment more efficient. This is a notable contribution to our understanding not only of asset based financing but of the whole financial system."

Joe Martin, Director of Canadian Business and Financial History, Rotman School of Management, University of Toronto



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