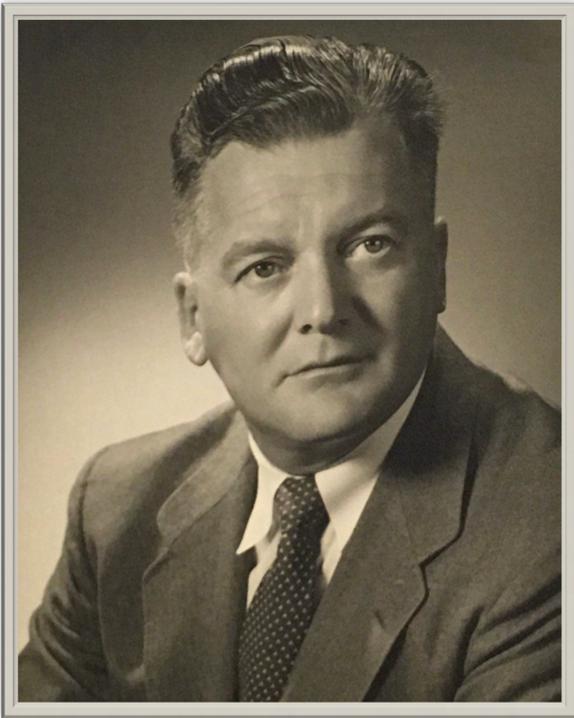
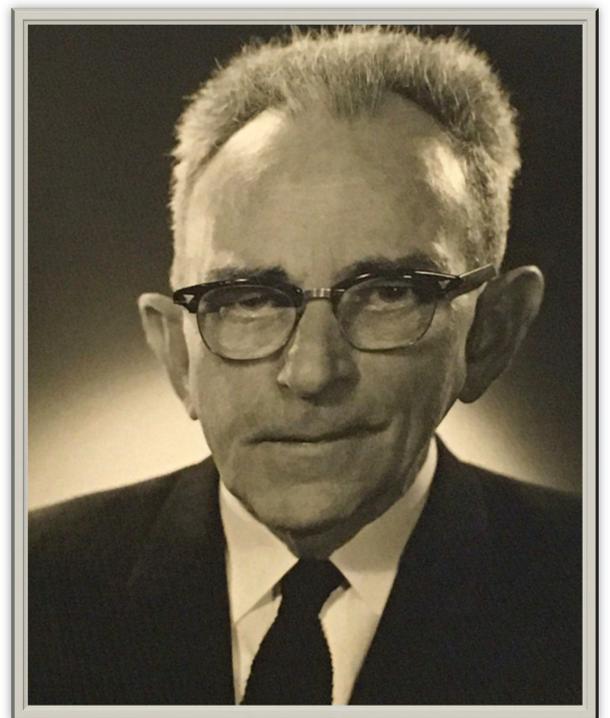


Beginnings 1941

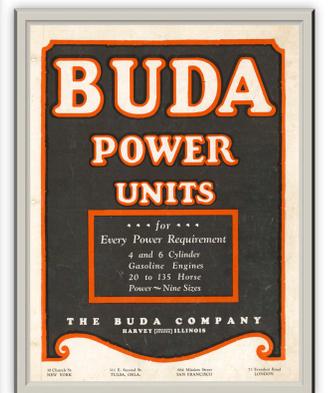
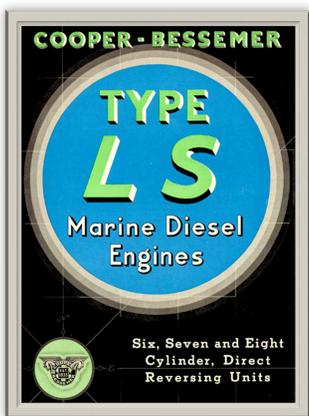


A new partnership is formed by Joe Simson and Robert Maxwell, in March 1941 who have joined forces and will operate the former Ensign Motor Supply Ltd.



The first distributorship was the Buda engines who in later years were taken over by Allis-Chalmers.

In due time Simson Maxwell became distributors for Cooper-Bessemer, the oldest manufacturer of large natural gas and diesel engines in the United States.

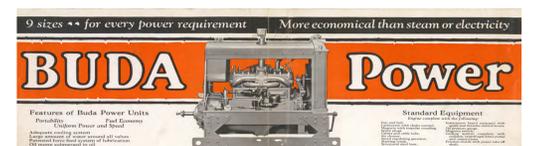


First Simson Maxwell office, located off Georgia Street Vancouver, what is now Stanley Park.

At the time Simson Maxwell was one of the first companies to have mechanical and electrical technicians. This would later help Simson Maxwell excel in the Preventative Maintenance business.



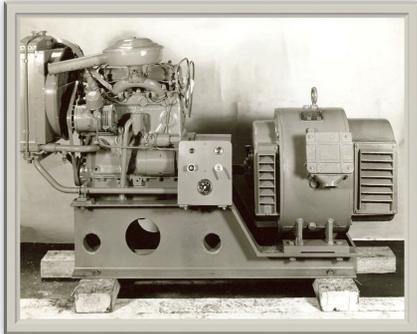
The first engine sold by Simson Maxwell was purchased on a bond and sold to Mars Brothers. Bob Maxwell believed in the Buda line so much he purchased the first engine without any money in the bank.



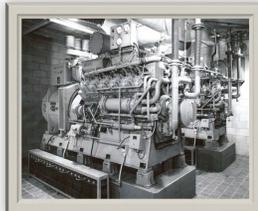
1950

PREVENTATIVE MAINTENANCE

Simson Maxwell helped pioneer the Preventative Maintenance business, referred to as a "Milk Run" by Mel Brown. The very first contract was with BC Hydro for \$54.



Over a period of several years, more than 40 units were sold including 16, 3000KW sets to the B.C Power Commission prime power electrification of the province of British Columbia.



Three new location opened:
 Prince George—1951
 Edmonton—1957
 Calgary—1958



Bob Maxwell's philosophy was :
"Never make customers out of your friends, but make friends out of your customers"

Mobile trailer with Onan 2000Watt, 115 Volt generating set mounted in trunk of automobile, propane driven.

1960



Dean Channel Forest Products Subsidiary- Mayo Lumber



All three large locations are signed as an Onan Distributor. Rumor has it the original contract was a simple handshake between Bob Onan and Bob Maxwell.

Bob Maxwell was a such a fan of the Onan generators, he installed one in his house. When the city of Vancouver had a power outage Bob would ensure all the lights in his house were on as advertisement of the Onan generator line.



1970



More than 50 mountain tops are crowned with rocket-shaped shelters, designed by B.C. Hydro and the provincial highways department to protect the radio communications stations from extreme weather conditions.

Simson Maxwell provided generators for each station and our highly trained technical staff were involved in the installation of each rocket shelter.



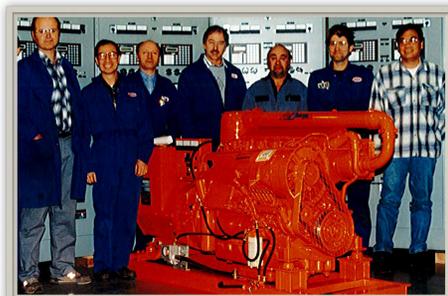
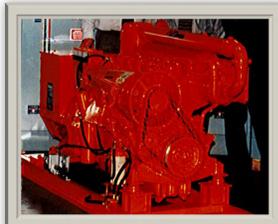
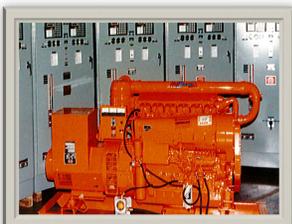
Simson Maxwell concentrates efforts into mining, logging and fisheries.



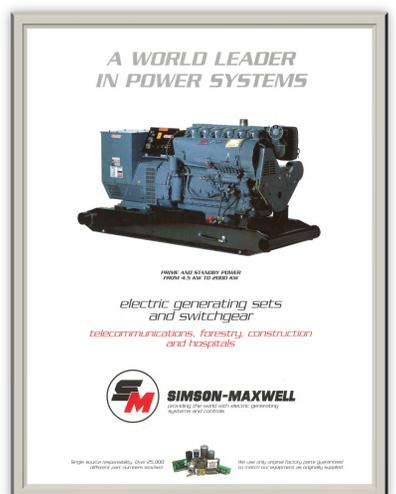
Anprodrome- "Our answer to Apollo 8"

1980

Work expands into Saudi Arabia. Simson Maxwell builds a relationship with Aramco, supplying over 40 Deutz units. Our expertly qualified technicians are sent to help with install and maintenance.



Fourth location is opened in Nanaimo, British Columbia. This location will service Vancouver Island customer.



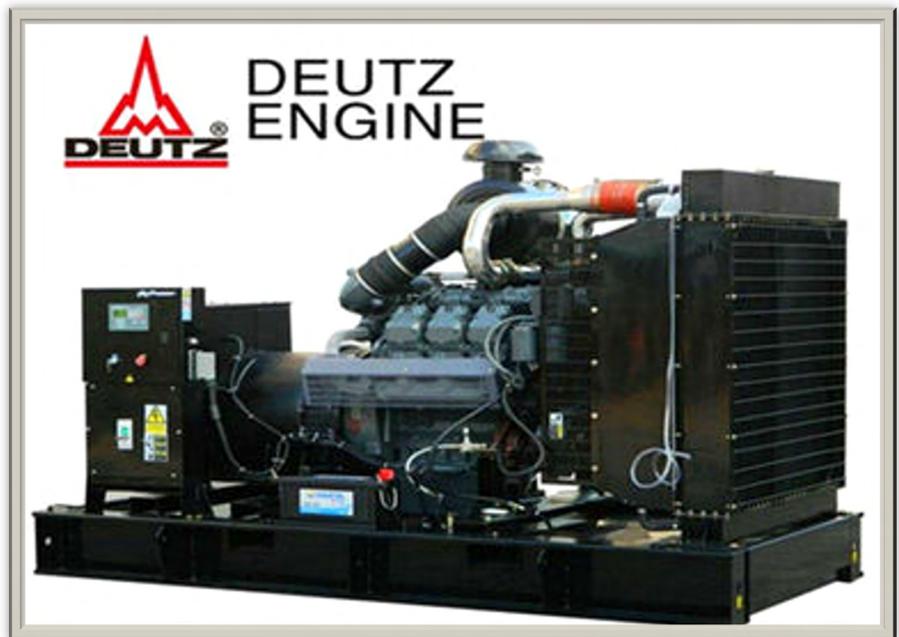
Throughout the 1980's Simson Maxwell works on strengthening the relationship with our telecommunications customers some of which include BC Tel, BC Cellular, SaskTel, EdTel and AGT.



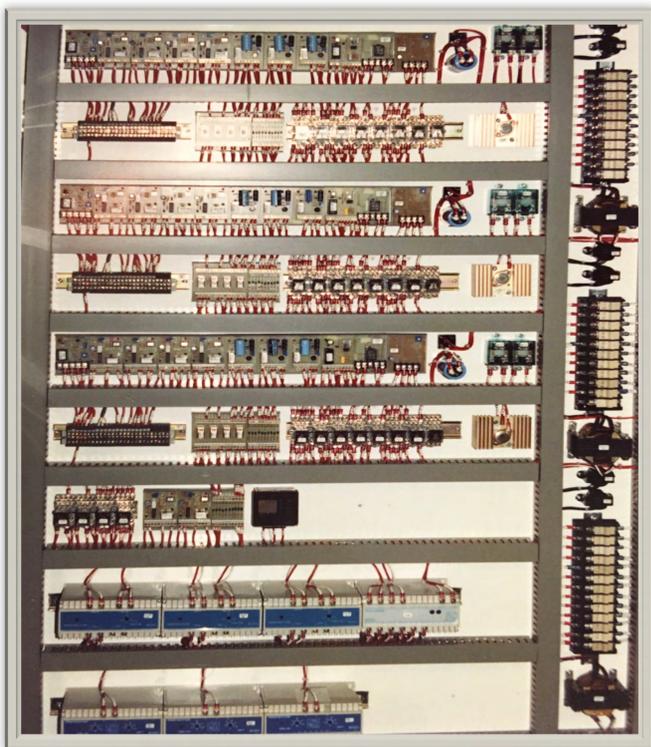
1990

75 Deutz-Stamford units are supplied to Winco Power Systems, Hong Kong.

These units are to be used as stand-by for hydro systems at various telecommunications sites in China.



Simson Maxwell celebrates 50 years as a world leader in power systems.

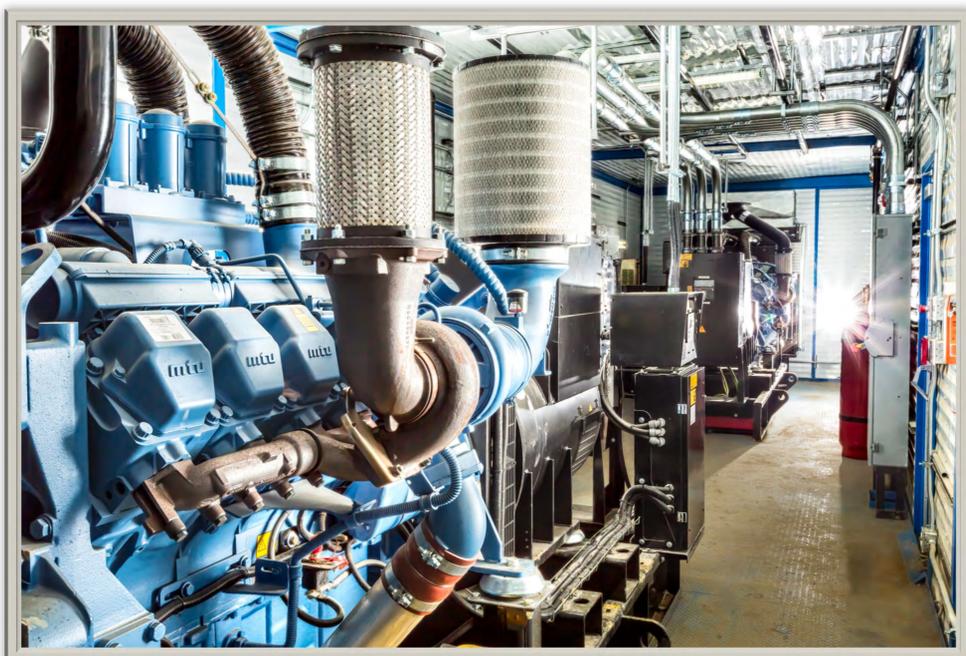


Two new locations are opened:

Sudbury
Montreal

2000

New ownership group, Simmax Corp, purchases all Simson Maxwell locations.



A new relationship is developed with the PTI group to supply generators to the Travco man camps. Over the years Simson Maxwell has supplied in excess of 40 building packages which are used to power these camps all over Western Canada. We are the primary preventative maintenance provider for all of the building packages.

Simson Maxwell continues to grow the relationship with telecommunications by being awarded preventative maintenance contracts with Telus Communications, Shaw Communications and Rogers Communications.



Simson Maxwell opens a new location in Terrace BC. Terrace's central location as a sales and service centre and transportation hub makes it attractive to Simson Maxwell's future development within the region.



Simson Maxwell is awarded the largest Preventative Maintenance contract to date.

A custom engineered HiPower generator package is supplied to provide back-up power for the Namgis Closed Containment Salmon Farm, the first land-based salmon-farming project in Canada.



The largest project to date was provided for a Gas Plant. Three CATG3612 units were supplied and installed into a building package. This project is the largest, semi-transportable, reciprocating engine, power plant in Canada.

Included with our packaging services was a completed turnkey genset building.



Simson Maxwell continues to be a leading Canadian manufacturer and supplier of power generation products, services and custom solutions to commercial and industrial markets.



2020



Largest Preventative Maintenance contract in Simson-Maxwell history
GE Best New Channel Partner
Hipower Top Sales, HD Industrial Standby
First Indigenous Partnership



Successfully implemented a hybrid project on a remote island off the Northwest Coast of Vancouver Island. This particular system operates by storing the energy from the sun in conjunction with a diesel backup.



2000 KW Diesel Standby for a critical services generator building package. This was designed to maintain site power if utility power fails for up to 84 hours of uninterrupted power keeping the most critical loads of the plant energized.

A complete turnkey building package to provide 100% backup power to the plant should utility power fail.

A system designed for 100% up time by operating N+1 generators – so if a unit failed there would always be a redundant unit already running to take load.

Complete synchronizing controls for these seven units plus incorporating two existing 550kW units already on site .



Two Simmax Power Plant Solutions packages containing Five 3.5MW GE generators were sold to power all operations at a remote mine site. The integration of six existing 1.5MW generators was completed within the scope.



Largest single order for Simmax Power Generation packages. In total 106 units were built and deployed for a major pipeline project.

