

NEWSLETTER



Dear Doral Automotive Group Family,

As summer comes to a close, I want to take a moment to recognize the hard work and dedication each of you brings to our team. Your efforts continue to move us forward and lay the foundation for a strong finish to the year. Let's keep the momentum going and tackle what lies ahead with the same energy and commitment—together.

— Karen Somoano Rodriguez
Operations Director, Doral Automotive Group



HELLO & WELCOME

August

Message From our CEO

“Attitude is a choice. Happiness is a choice. Optimism is a choice. Kindness is a choice. Giving is a choice. Respect is a choice. Whatever choice you make, makes you. Choose wisely.”



Luis Somoano
CEO & President

“Believe in yourself. You are braver than you think, more talented than you know, and capable of more than you imagine.”



DORAL AUTOMOTIVE GROUP

DORAL
LINCOLN



LINCOLN
OF CUTLER BAY



FORD
OF KENDALL

Here is the Recipe From Our CEO

Garlic Shrimp (Gambas al Ajillo)



In just 10 minutes, you can make this easy gambas al ajillo recipe with extra juicy shrimp swimming in a garlicky olive oil sauce. Just add your favorite crusty bread to dunk in the sauce!

Ingredients

- 1 lb large shrimp peeled and deveined
- Kosher salt
- $\frac{1}{2}$ cup extra virgin olive oil
- 10 garlic cloves, chopped
- 1 teaspoon red pepper flakes
(start with less if you don't want it too spicy)
- 1 teaspoon paprika
- 2 tablespoons dry sherry or dry white wine
- Juice of $\frac{1}{2}$ lemon
- $\frac{1}{2}$ cup chopped fresh parsley



Instructions

1. Pat the shrimp dry and season with kosher salt. Set aside for now.
2. Heat the extra virgin olive oil over medium heat until shimmering but not smoking. Add the garlic and red pepper flakes. Cook over medium heat up to 60 seconds or until the garlic gains some color (be careful not to burn it).
3. Add the shrimp and paprika. Cook briefly, tossing regularly, and watching that the flesh turns opaque with a pearly pink color (about 3 minutes or so; this will depend on the size of the shrimp). Remove the pan from the heat.
4. Stir in sherry, lemon juice and parsley.
5. Transfer the shrimp and sauce to a serving bowl. Serve with your favorite crusty bread.



A word from Cary Castro, GM of Lincoln of Cutler Bay

"At Lincoln of Culter Bay, we're embracing the summer with focus, collaboration, and relentless drive. Let's stay refreshed, stay hydrated, and keep pushing towards excellence together."

A word from Steve Smith, GM of Ford of Kendall

"I would like to thank all the Ford of Kendall associates for your hard work in July. We were able to overcome several challenges that had affected us in prior months. As most are aware, August is National Back to School Month, and many families are preparing for the start of school. We will certainly be ready to handle their sales and service needs as they head into this new school year. Let's ensure we create lifelong relationships with these customers, most of whom reside within our primary market area. Our success in this regard will prove fruitful far into the future. Thank you again for your extraordinary efforts!"



A word from Miguel Otero, GM of Doral Lincoln

"A dream doesn't become reality through magic; it takes sweat, determination, and hard work."
- Colin Powell

Join our family and grow together! Refer Someone Today!



Edith M. Muniz

HR Director

Contact me directly if you know of a candidate that would like to join the best family owned dealer group in Miami!

Office: (786) 582-6743
emuniz@doralautogroup.com

To explore exciting career opportunities with us, simply visit the official websites of our dealerships: Doral Automotive Group, Doral Lincoln, Lincoln of Cutler Bay, or Ford of Kendall. On each homepage, scroll to the top of the page or navigate to the main menu and click on "About Us" and then scroll down to the "Careers" link. Clicking this will take you to our dedicated career page, where you can learn more about available positions, company culture, and how to apply. We're always looking for passionate, driven individuals to join our team—start your journey with us today!

Sales Associate

The Sales Associate is responsible for making customers feel welcome and supported through the car-purchasing process. Entry-level candidates should have previous experience in customer service or sales and/or relevant education or training. These candidates can also complete a dealership's on-the-job training program.

Car Wash Attendant

We are looking for a dedicated and enthusiastic Car Wash Attendant to join our team. The ideal candidate will be responsible for cleaning and maintaining vehicles while providing excellent customer service. This role offers a great opportunity for individuals who enjoy working outdoors and take pride in delivering a top-notch car wash experience.

Technicians

We are looking for all level technicians from entry level to Master Technicians. We provide training and career paths.



Live Well, Work Well

July 2025

Grilling Safety Tips

Although grilling is a popular way to prepare food, it can also be dangerous. According to the National Fire Protection Association, an average of 9,000 home fires involve grills, hibachis or barbecues each year. May, June, July and August are the most active months for grill fires, with July being the top month.

Some 4 million outdoor grills are used across the United States on any given summer day.

Keep these 10 fire safety tips in mind when grilling:

1. Keep your grill at least 10 feet away from other objects, including your house, decks, outdoor seating and overhanging branches.
2. Set up the grill on a flat surface, and don't bring it into an unventilated or enclosed space (e.g., garage or porch). This is not only a major fire hazard but also a carbon monoxide hazard.
3. Check the connection between the propane tank and the fuel line before using a gas grill to ensure it's not leaking and is working properly.
4. Turn off the gas if you suspect that your gas grill is leaking, and get the unit fixed before lighting it. Never use a match to check for leaks.

5. Turn off the grill and the gas if your propane grill's flame goes out, and wait at least five minutes before relighting the grill.
6. Only use starter fluid with charcoal grills—never with gas grills.
7. Keep children and pets at least 3 feet away from the area until the grill is completely cool.
8. Never leave your grill unattended while in use.
9. Avoid overloading the grill, as too much fat dripping at once can cause flare-ups.
10. Clean the grates and trays regularly to remove grease and fat buildup.

Not only can grills start fires, but they can also cause burns. Exercise caution as you flip food on the grill to ensure your hands and arms do not get burned. Additionally, be sure to use long-handled utensils to help keep your hands at a safe distance from the flames.

Overall, practicing vigilance and taking proper precautions while grilling can help reduce fires and associated burn injuries.

First-aid Kit Essentials

Summer is synonymous with adventure and outdoor fun. Whether exploring a park, swimming, hiking a trail or road-tripping, having a first-aid kit can make all the difference in an emergency.

A well-stocked first-aid kit can help you respond quickly and effectively to common injuries. Keep at least one first-aid kit in your home and your vehicle. Consider stocking these basic first-aid kit supplies:

- Bandages of various sizes
- Elastic bandage wrap
- Flashlight and batteries
- Hydrogen peroxide
- Instant hot and cold packs

- Scissors
- Sterile gauze pads and tape
- Thermometer
- Tweezers

Additionally, you can stock your kit with over-the-counter items, such as aloe vera gel, antihistamines, hydrocortisone cream, pain and fever medications, and sunscreen.

Ongoing, remember to check the expiration dates and make sure you haven't used up items and need replacements.

Understanding the Label on Your Sunscreen

Skin cancer is the most common cancer in the United States. Most cases of melanoma, the deadliest kind of skin cancer, are caused by exposure to ultraviolet (UV) light. The sun's rays can damage your skin in as little as 15 minutes. While there are several steps you can take to limit your exposure to the sun, proper sunscreen selection and application are critical.

The Environmental Working Group (EWG) analyzed more than 2,200 sunscreens available for purchase in 2025. The EWG report revealed that just one-fourth of sunscreens on store shelves provide safe and effective protection.

Remember that not all sunscreens are created equal, so it's about finding the one you need for the specific weather and activity. Sunscreen labels must follow specific guidelines, so here's what they exactly mean:

- **Broad-spectrum** protection works against UVA (skin cancer and premature aging) and UVB (sunburn rays).
- **SPF** is the level of protection against UVB rays. Experts recommend using sunscreen with an SPF value of at least 30.
- **Water-resistant** sunscreen needs to be reapplied, depending on the brand, after 40 or 80 minutes of swimming or excessive swimming.
- Sunscreens maintain their full strength for three years but always check the **expiration date**.

Routinely inspect your skin for any spots or changes in color or appearance. If you have any concerns, talk to your doctor.

**DORAL AUTOMOTIVE GROUP**

DORAL LINCOLN FORD OF KENDALL LINCOLN OF CUTLER BAY



The Company encourages all employees to refer qualified job applicants for available jobs openings. Other than managers in the line of authority and all Human Resources personnel, all employees are eligible to receive employee referral awards. When making referrals, instruct the applicant to list the employee's name on their employment application as the referral source.

If the referral is hired and completes 1-3 months of service and the employee is still an employee of the Company, the employee is eligible to receive a monetary award.

The reward is currently a gross amount of up to \$1,500 for Automotive Technician Employee Referrals.

It will be paid as follows;

\$ 1,500	Master /ASE after 90 days
\$ 500	Line Tech after 60 Days
\$ 250	Apprentice / Express Tech after 30 days

*In the event that the referring employee is terminated, the payout will be discontinued.

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9000 NW 12th St, Doral, FL 33172
786-522-5351

LINCOLN OF CUTLER BAY
11020 SW 186th St, Miami, FL 33157
786-857-5000

FORD OF KENDALL
15551 S Dixie Hwy, Miami, FL 33157
305-238-9211



Associates are encouraged to apply for and share any position within the organization. Also, you should notify your manager as well as the General manager to let them know you are interested in a posted position. Please note, you will need to meet the qualifications listed in each position.

<https://www.fordofkendall.com/careers-.html>

<https://www.dorallincoln.com/careers.html>

<https://www.lincolnofcutlerbay.com/careers.html>

Doral Automotive Group LLC

Detailer

Cutler Bay, FL

FINANCE MANAGER

Cutler Bay, FL

Service Warranty Admin

Doral, FL

Automotive Finance Manager

Miami, FL

Finance Manager for Auto Dealer

Miami, FL

Doral Lincoln Mercury LLC

Service Concierge

Doral, FL

Technician

Doral, FL

Ford of Kendall LLC

BDC Specialist

Miami, FL

Lot Attendant

Miami, FL

Receptionist

Miami, FL

Sales Associate

Miami, FL

Service Advisor

Miami, FL

Technician

Miami, FL

Lincoln of Cutler Bay LLC

Car Wash Lot Attendant

Cutler Bay, FL

Part-time Receptionist

Cutler Bay, FL

Receptionist

Cutler Bay, FL

Sales Associate

Cutler Bay, FL

Sales Associate

Cutler Bay, FL

BDC Specialist

Miami, FL

Why does Doral Automotive Group change IT Solutions ?



Bobby Kussell

**CFO Insider:
Shifting Gears
on Growth And
Development**



In today's fast-paced digital world, change is not just inevitable—it's necessary. One area where change is especially common is in IT solutions. You may have noticed or heard about shifts in the platforms, systems, or tools we use at work. But why do companies, including ours, choose to change their IT solutions?

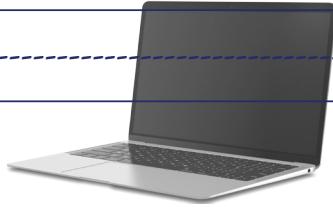


Let's take a closer look at the key reasons and what it means for all of us.

1. Keeping Up with Evolving Business Needs

As companies grow and their priorities shift, their IT needs often evolve too. What worked five years ago may no longer support current operations, customer demands, or employee workflows. Modern IT solutions offer more agility, better integration, and features that align with today's goals.

Example: A legacy system may not support mobile access, which is critical in today's remote or hybrid work environments.



2. Improving Efficiency and Productivity

New IT systems often come with automation, faster processing, and user-friendly interfaces. These features help employees work more efficiently, reduce manual tasks, and minimize errors—ultimately saving time and resources.

What this means for you: Less time troubleshooting outdated tools, more time focusing on meaningful work.

3. Enhancing Security and Compliance

Cybersecurity threats are constantly evolving, and older systems can leave organizations vulnerable. Modern IT solutions are built with updated security protocols, making it easier to protect data and ensure compliance with regulatory standards.

Why it matters: Upgrading IT helps protect not just the company, but also employees and customers from data breaches.

4. Cost Optimization

While change can seem expensive up front, outdated systems often come with hidden costs—like high maintenance fees, downtime, and inefficiencies. Investing in newer, more streamlined IT solutions can lead to long-term savings and better ROI.

Change Is a Team Effort

We understand that transitioning to new systems can be challenging. There may be a learning curve, and it might take time to adjust. But with training, support, and open communication, we can navigate these changes together.

We encourage everyone to embrace the opportunities that come with new IT solutions—they are investments not only in our company's future, but in your success as well.

We are committed to all our Associates and continuously strive to improve the culture at Doral Automotive Group. We appreciate all of our Associates and Thank them for all of their hard work.

Tech Corner — August Edition

AI at the Dealership: Your New Digital Assistant

How Smart Tools Can Make Your Workday Easier

Artificial Intelligence (AI) is no longer just a buzzword—it's already helping dealership employees save time, respond faster, and stay organized. This month, we're spotlighting how YOU can start using simple AI tools in your daily routine—even if you're not tech-savvy.



For Admin & Office Staff

"We have too many files and documents—I can't find anything."

Use AI to:

- 📁 Organize files with better naming conventions (just describe what it's for—AI will rename it).
- 🔎 Search PDFs or Excel files by asking AI questions, like "What's the total for store #3 in Q2?"
- 📝 Summarize long meeting notes or customer feedback into quick bullet points.

Example Prompt:

"Clean up this messy Excel of customer notes into neat rows with date, name, and status."

For Service Advisors

"I'm always behind on emails and follow-ups."

Use AI to:

- 📩 Draft messages to customers explaining what's included in a service, with perfect grammar.
- 📄 Summarize service tickets or inspection notes into customer-friendly explanations.
- 📅 Organize your day by feeding your schedule into an AI assistant and asking it to prioritize.

Example Prompt:

"Write a message reminding a customer their tire rotation is due and include a friendly tone."

For Sales Reps & BDC Teams

"I need help writing better responses—and faster!"

Use AI to:

- 📩 Create email replies to internet leads or follow-up texts that sound professional but natural.
- 💡 Brainstorm attention-grabbing social media captions or vehicle listing descriptions.
- 📊 Break down manufacturer promos or rebate sheets into simple customer talking points.

Example Prompt:

"Summarize this Ford rebate PDF in plain English I can use to explain to a customer."

Tech Corner — August Edition



Tools	What It Does	Where To Use It
ChatGPT	Summarizes, drafts, organizes, and explains content	Website or app (free & paid versions)
Grammarly	Fixes writing and tone in emails/documents	Browser extension or Microsoft add-in
Microsoft Copilot	Integrated AI in Word, Excel, Outlook	Available in Office 365 (if licensed)
Canva AI	Designs flyers, posts, or ads using simple prompts	prompts Website or mobile app

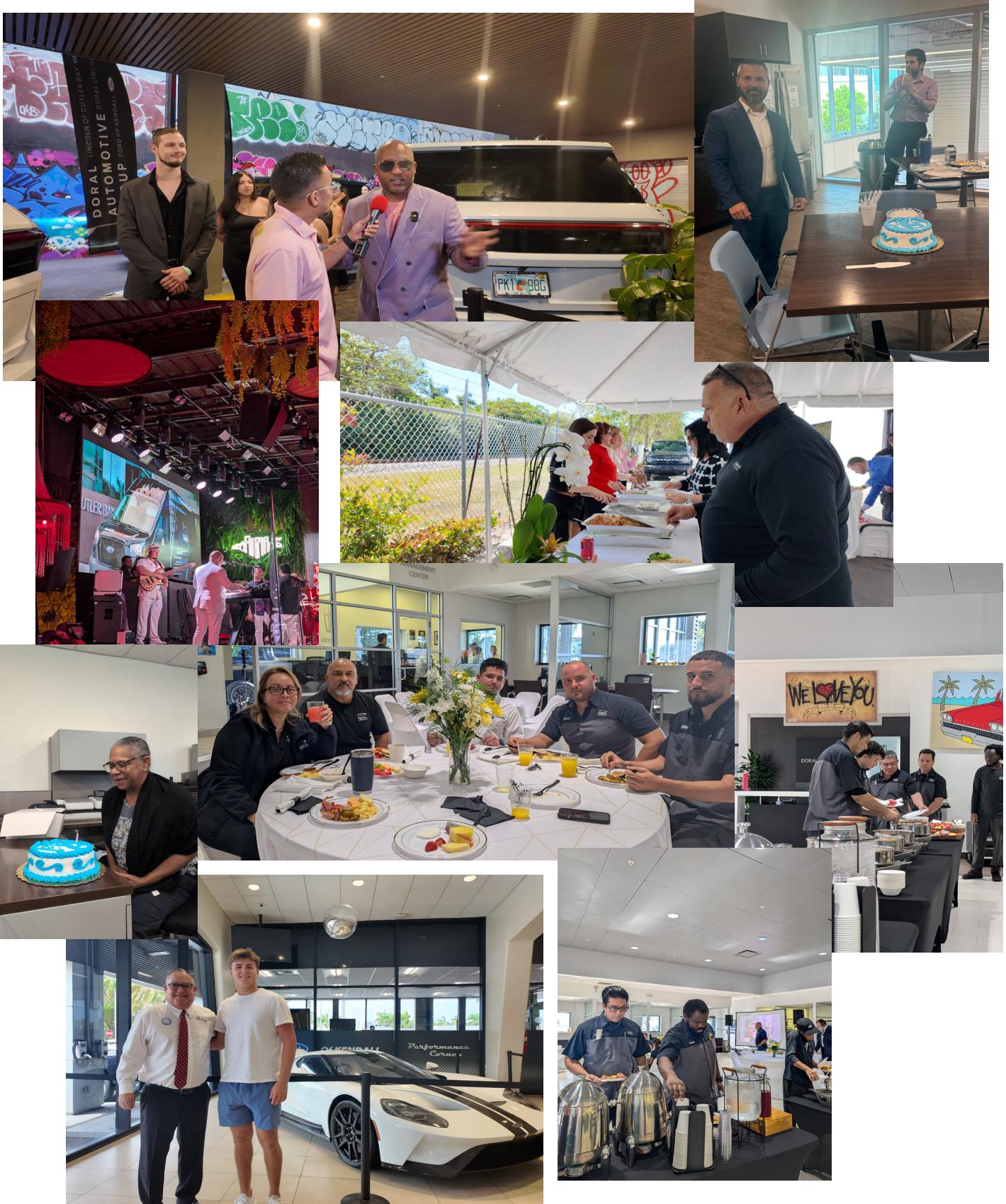
AI Helps You Shine

- It's here to help with the busywork, so you can focus on what really matters: building relationships, providing great service, and closing deals.
- Try it out! Even asking simple things like "Write a short thank-you note to a customer who bought a car today" can show you how powerful these tools really are.

PHOTO GALLERY

Here's a glimpse of our incredible team in action at our dealerships and events! Whether it's assisting customers in finding their perfect vehicle or engaging in local community events, our staff is always committed, passionate, and ready to make a difference.





Top Performer Doral Lincoln

16

This month, we're excited to recognize the outstanding efforts of our Top Performers across every department. From Sales and Service to Parts and beyond, each of you continues to go above and beyond, setting the standard for excellence at Lincoln of Cutler Bay.

Product Specialist

Jorge Cervantes



Representative

Liss Urbaez



Service Advisor

Abdiel Suarez



Technician

Carlos Bonilla



Star Performer



Technician

Christian Beneitez

This month, we're excited to recognize Christian Beneitez as a Star Performer at Doral Lincoln. Christian's passion for cars began at an early age. He fondly remembers his father's old Mustang and how it sparked his love for automobiles. Building with Legos also played a role, as creating a Lego transmission gave him a hands-on understanding of how parts work together—a fascination that has stayed with him throughout his career.

Christian's career-defining moment came when he officially joined the Ford Asset Program. "Definitely when I got my uniform, I was the happiest man on earth," he says. Wearing it filled him with pride and solidified his sense of belonging to a team he had worked hard to join. Every day, Christian approaches his work with energy and enthusiasm, finding ways to help both within and outside his department while taking genuine pride in every task.

He thrives on challenges and growth. One of his proudest accomplishments was fixing a Navigator seat that wouldn't fold, a meticulous repair that required patience and attention to detail. Another was completing a brake resurfacing service for the first time; after a second attempt, he mastered the process, which has since become one of his specialties. Christian also emphasizes the importance of using the right tools—his scan tool is indispensable, allowing him to diagnose issues, perform software updates, and work more efficiently. He proudly considers it an investment in himself and his professional growth.

Outside of the technical side, Christian has a passion for cars of all types. If given the chance, he would love to work on the Ford Mustang Mach 1, the Honda S2000, and the Mercedes W210 E55 AMG wagon, each representing different aspects of his automotive interests—from classic muscle and sporty fun to his love of wagons.

Pull Quote: "Definitely when I got my uniform, I was the happiest man on earth. Every day I bring passion to what I do, and I take pride in helping wherever I'm needed."

Christian's dedication, enthusiasm, and commitment to excellence make him a standout performer at Doral Lincoln. Congratulations, Christian, on this well-deserved recognition!

This month, we're proud to celebrate the remarkable dedication of our Top Performers across every department. From Sales and Service to Parts and beyond, each of you continues to raise the bar, delivering excellence and making Ford of Kendall a place where customers know they can count on quality and care.



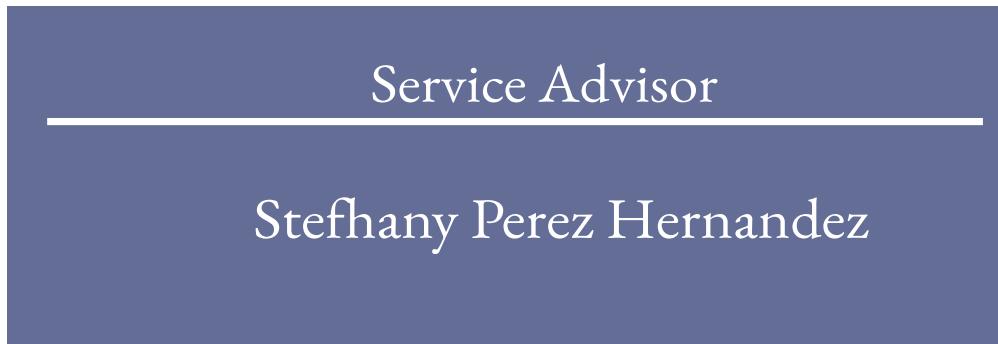
Product Specialist

Alex Garrido



Representative

Bryan Oca



Service Advisor

Stefhany Perez Hernandez



Technician

Matt Long



Star Performer



Product Specialist 

Carolina Machado

This month, we're proud to recognize Carolina Machado as Ford of Kendall's Top Performer. Although she's only been in sales just over a month, Carolina has quickly made a remarkable impact, selling an impressive number of vehicles in a short period of time.

When asked about her strategy for success, Carolina credits a combination of hard work, focus, and a little luck. Most importantly, she emphasizes building trust with her clients. From the very first conversation, she strives to understand their car situation, create a mental picture of their needs, and make them feel comfortable through genuine small talk. Her goal is to make the buying process engaging and transparent, so clients know she is on their side.

Carolina's ability to maintain focus and energy throughout long days is another key to her success. She prioritizes attending daily dealership meetings to stay informed, ensures she is well-rested and nourished, and follows up with clients diligently. By staying present in the showroom and proactively addressing any questions, she creates a seamless, positive experience for every customer.

Starting out in sales came with its challenges. Carolina recalls that learning the specifics of each vehicle was initially the hardest part. With determination, practice, and asking questions when needed, she quickly gained confidence. She takes pride in being honest with clients, always confirming answers with her manager if she's unsure, which further strengthens client trust.

Her advice to newcomers highlights the importance of self-care and empathy. "Trust yourself and take care of yourself first," Carolina says. She encourages putting yourself in the clients' shoes, understanding their unique situations and limitations, and applying the same consideration with coworkers to navigate challenges successfully.

Outside of work, Carolina stays grounded by focusing on wellness and relationships. She enjoys going to the gym, lifting weights, eating healthy, and exploring her love for food. Spending time with family, friends, and her beloved dog allows her to relax, recharge, and maintain a positive mindset.

Pull Quote: "Taking care of myself and spending time with the people I love keeps me grounded and ready to give my best every day."

Carolina's dedication, professionalism, and ability to create genuine connections with her clients have made her a standout performer. Congratulations, Carolina, on this well-deserved recognition!

This month, we're excited to recognize the outstanding efforts of our Top Performers across every department. From Sales and Service to Parts and beyond, each of you continues to go above and beyond, setting the standard for excellence at Lincoln of Cutler Bay.



Product Specialist

Mark Thomas



Representatives

Oscar Granados

Service Advisor

Mayrim Dominguez



Technician

Carlos Labrada



Star Performers



Technician Frank Gonzalez

Frank Gonzalez discovered that modern vehicles are “computers on wheels,” connecting his electronics background from Cuba to his passion for automotive repair. Known for solving complex electrical problems that others often can’t, he approaches each challenge like an investigator, tracing issues from scratch with precision and creativity. One of his proudest achievements was diagnosing a vehicle misfire that had stumped the team. Using diagrams, specialized tools, and technical intuition, he found the source and resolved the issue, impressing both the customer and his colleagues.

Frank relies on a full set of specialized tools, preparing carefully for each task to ensure efficient, high-quality results with minimal comebacks. He stays ahead of new vehicle technologies through research, online resources, and hands-on training, continuously improving his skills. Outside of work, Frank enjoys a fulfilling personal life with his lovely girlfriend and takes pleasure in many hobbies and interests, making sure to balance his professional dedication with personal passions.

Tools don’t define the tech — you define the tools. Keep learning, ask questions, and never stop growing.”



Technician Nicolas Craan

Nicolas Craan discovered his passion for cars as a child, watching his dad and uncle build and repair vehicles. Joining Lincoln of Cutler Bay somewhat by chance, he’s become a standout technician on the team. Nicolas is proud of solving tough electrical issues, including a 2015 MKZ problem that had stumped the team for two weeks. Using keen problem-solving skills, he found a tiny wire pinched by the seat bracket causing the issue — impressing both customers and colleagues.

He relies on his complete set of tools to tackle every vehicle efficiently, studies new technologies thoroughly, and adapts quickly to the latest systems.

Nicolas enjoys challenging vehicles like the 2022 Aviator, while the Navigator tests his skills due to its large size and complex layout.

Outside of work, Nicolas is expecting a baby with his wife and continues to fuel his passion for cars in his personal life, enjoying hands-on projects and staying connected to the automotive world even off the clock.

“Love what you do. Take everything step by step, stay calm, and ask questions — you’ll figure it out.”



August-born individuals are known for their fierce determination, magnetic charm, and natural leadership. Falling under Leo (July 23–August 22) or Virgo (August 23–September 22), they embody a balance of bold creativity and confidence with analytical minds and grounded wisdom. Their birthstones—peridot and, at times, sardonyx—reflect this powerful duality. Peridot, with its vibrant green hue, symbolizes strength, abundance, and positive energy, while sardonyx brings protection, courage, and clarity. Together, these traits and stones capture the vibrant, resilient spirit of those born in August.

Frank Gonzalez

Jarred Herrera

Ashely D. Lacayo

Adrian Lorenzo

Claudia Martinez

Raul Melendez

Hannah Payo

Ariana N. Perez

Luden A. Rivera

Lisandra D. Rodriguez

Lauren M. Torres

Ariel Gutierrez

Christian F. Benitez

Amy Crespo

Juan C. Andreani

Arlenis Gort Barrios

Raudel Lino

Carlos A. Cortes

Adrian Guiterrez

Alex I. Marquez

Jann M. Garcia

Felicia G. Hodges

Andriana M. Martinez

Reinaldo Montoya

Evelyn Perez

Richard Perez

Dayro J. Rodriguez

Elizabeth Silva

Juan J. Torres



Your dedication, perseverance, and commitment have been truly inspiring. Over the years, you've made a meaningful impact through your contributions, collaboration, and unwavering pursuit of excellence. We deeply appreciate all that you do and are proud to celebrate this milestone with you. Here's to your continued success, growth, and many more accomplishments in the years ahead!

Ana Camejo	18 Years	German A. Calveria	15 Years
Franci F. Rogers	15 Years	Reinaldo Montoya	14 Years
Placido A. Garcia	8 Years	Patricia Castellon	6 Years
Alejandro Era	6 Years	Cesar A. Alfaro	5 Years
Carlos F. Ibarrola	5 Years	Ashely D. Lacayo	5 Years
Riaz Ahmed	4 Years	Mercedes Rodriguez	4 Years
Luis E. Romero	4 Years	Jonathan Bocos	3 Years
Teresa O. Guerra	3 Years	Christian F. Benitez	2 Years
Abraham Hernandez	2 Years	Yasin Jimenez	2 Years
Amalie Aguila	1 Year	Alberto Cancio	1 Year
Michel Companioni	1 Year	Carlos A. Cortes	1 Year
Adrian A. Felico	1 Year	Jann M. Garcia	1 Year
Frank Gonzalez	1 Year	Daniel Quevedo	1 Year
Lauren M. Torres	1 Year		

congratulations!

We are Miami!

"Every achievement we reach is a reflection of your dedication, resilience, and teamwork. Together, there's no hurdle we can't overcome. Let's stay focused, stay driven, and keep lifting each other up—transforming every challenge into a stepping stone. When we move as one, the possibilities are limitless!"

