

# NEWSLETTER



BRANDS WITH  
PURPOSE AND  
PASSION

December at Doral Automotive Group is filled with gratitude, celebration, and excitement for what's ahead. One team, one family—closing the year strong and driving into the new one brighter than ever.

Dear Doral Automotive Group Family,

As we come to the close of another year, we want to take a moment to reflect with gratitude and pride on everything that has been accomplished across the Doral Automotive family.

This year brought its share of challenges and opportunities, and through it all, your dedication, resilience, and commitment to excellence never wavered. From our sales floors and service bays to our administrative offices and leadership teams, each of you plays a vital role in the success of our dealerships. Because of your hard work, we continue to grow, evolve, and strengthen our reputation within the communities we serve.

Doral Automotive has always been more than a business to us — it is a family built on trust, teamwork, and shared values. We are deeply thankful for the passion you bring to your work every day and for the pride you take in representing our organization. Your efforts do not go unnoticed, and we are sincerely grateful for the impact you make on our customers and on one another.

As we look ahead to the new year, we are excited about what's to come and confident in what we can achieve together. May the holiday season bring you and your loved ones joy, rest, and time to reflect on all that you've accomplished.

On behalf of our entire family, thank you for being part of the Doral Automotive journey. We wish you a happy, healthy, and prosperous New Year.

— Karen Somoano Rodriguez,  
Operations Director, Doral Automotive Group

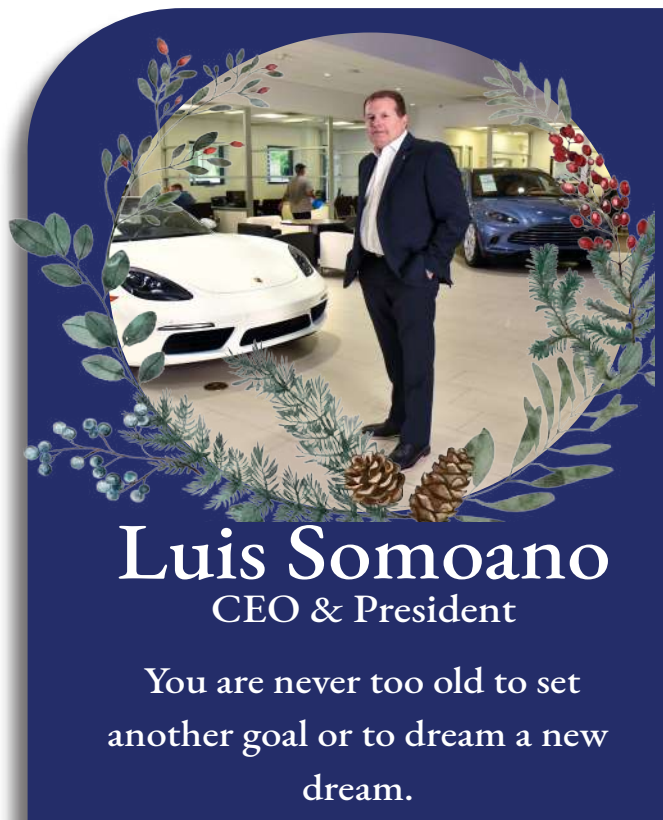


# HELLO & WELCOME

December

## Message From our CEO

"December is a time to reflect on the blessings of the past year and to embrace the opportunities of the coming one ."



**DORAL AUTOMOTIVE GROUP**

**DORAL**  
LINCOLN



**LINCOLN**  
OF CUTLER BAY



**FORD**  
OF KENDALL



# Here is the Recipe From Our CEO

## French Onion Pot Roast



Craving cozy comfort food? The secret's in the caramelized onions — they create that rich, classic French onion flavor everyone loves. This easy French onion pot roast is tender, savory, and packed with comfort. One pot, minimal effort, maximum flavor.

### Ingredients

- 1 (3 1/2-lb.) boneless chuck roast
- 1 (1-oz.) packet onion soup mix
- 1 tsp. freshly ground black pepper
- 1 Tbsp. plus 1/2 tsp. kosher salt, divided
- 2 Tbsp. neutral oil, divided
- 4 medium or 2 large yellow onions, halved, sliced into 1/2" wedges
- 1/2 cup dry red wine
- 3 cups low-sodium beef broth
- 1 small bunch fresh thyme, plus more for serving
- 1 1/2 cups shredded Gruyère
- Toasted baguette,

### Instructions

1. Arrange a rack in center of oven; preheat to 325°. Pat beef dry with paper towels. Using a spice grinder, mortar and pestle, or zip-top bag and a rolling pin, pulse or crush onion soup mix, pepper, and 1 Tbsp. salt until large pieces of soup mix are broken down. Season beef all over with seasoning mix.
2. In a large, high-sided, enameled cast-iron or stainless steel skillet over medium heat, heat 1 Tbsp. oil, swirling to coat pan. Cook beef until just starting to brown, 3 to 4 minutes per side. Transfer to a plate.
3. In same skillet over medium heat, heat remaining 1 Tbsp. oil. Add onions; season with remaining 1/2 tsp. salt. Cook, stirring occasionally, until onions are starting to brown, about 10 minutes. Add wine and cook, stirring frequently, until liquid is slightly reduced, 2 to 3 minutes. Pour in broth and return beef to skillet. Add thyme and bring to a simmer over medium-high heat. Cover skillet with a lid or foil and transfer to oven.
4. Roast beef, turning halfway through, until meat easily pulls apart with a fork, 2 hours and 45 minutes to 3 hours.
5. Transfer beef to a cutting board. Remove and discard thyme. Return skillet to medium heat and bring sauce to a simmer. Cook, stirring occasionally and skimming fat off surface with a ladle, until liquid is reduced by about half, about 15 minutes. Shred beef into large pieces with a fork and return to skillet.
6. Heat broiler to high. Top skillet with cheese. Broil, watching closely, until cheese is melted and starting to brown in spots, about 5 minutes.
7. Top with more thyme. Serve with sliced baguette alongside.



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

"Together we accomplish what none of us could do alone. Thank you for your passion, teamwork, and drive."

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A word from Steve Smith, GM of Ford of Kendall

"Outstanding teamwork is an accomplishment we should strive for every day. Collectively, all of our hard individual efforts drive this aim. The dealerships that are the most successful in excelling in the practice of teamwork always win the end game. Let's continuously strive to be the very best teammates."



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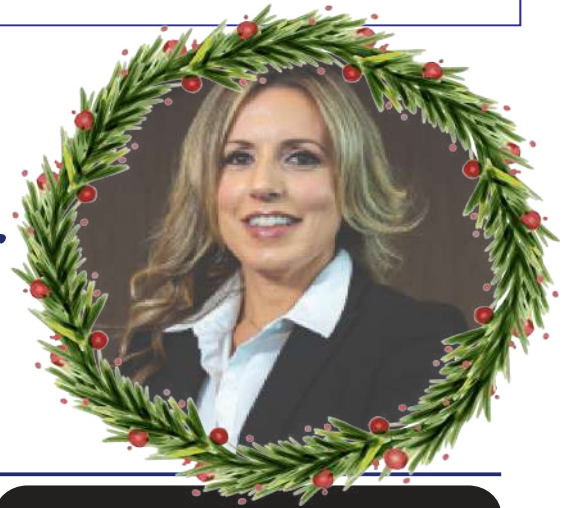
A word from Miguel Otero, GM of Doral Lincoln



"Let the warmth of the holidays inspire you to listen more, serve better, and brighten someone's day."



# 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](mailto:emuniz@doralautogroup.com)

**WE ARE  
HIRING**

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!

## Technicians

We are looking for skilled and motivated Diesel/Automotive Technicians to join our team. The ideal candidates will be responsible for diagnosing, repairing, and maintaining a wide range of vehicles to ensure top performance and safety. This role is perfect for individuals who are detail-oriented, enjoy problem-solving, and take pride in delivering high-quality automotive service.

## Receptionists

We are looking for a friendly and organized Receptionist to join our team. The ideal candidate will be the first point of contact for our guests, responsible for greeting visitors, answering phone calls, and assisting with daily administrative tasks. This role is perfect for someone who enjoys working with people, has excellent communication skills, and takes pride in creating a welcoming and professional environment.

## Sales Associates

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.



## Live Well, Work Well

November 2025

### The Power of Gratitude and Positive Thinking

It can be easy to get caught up in everyday stress and negativity. However, practicing gratitude can be a powerful tool to improve mental health. Gratitude involves recognizing and appreciating life's positive aspects. By focusing on what one has rather than what one lacks, gratitude helps shift the mindset to a more positive and resilient state.

Gratitude is similar yet different from appreciation. The American Psychological Association defines gratitude as “a sense of happiness and thankfulness in response to a fortunate happenstance or tangible gift.”

Gratitude encourages individuals to savor the present moment and acknowledge the good in their lives, no matter how small. This positive focus can lead to a more optimistic outlook and stronger relationships. It also encourages resilience, the ability to bounce back from setbacks more quickly. Similarly, gratitude instills a sense of control over emotions, enabling calmer and more effective responses to stressors. A positive outlook doesn't mean ignoring life's challenges; rather, it means approaching them with a constructive and hopeful attitude.

#### Ways to Practice Gratitude

Regularly acknowledging what you're grateful for can cultivate a sense of contentment. Starting small and being consistent can make a significant difference. Consider these tips to get started:

- Keep a gratitude journal, writing down things you're grateful for and reflecting on why they're meaningful to you.
- Try gratitude affirmations to reinforce positive thinking. Instead of writing down what you're grateful for, repeat it to yourself daily.
- Express thanks to others, sharing why you're grateful for them or how they're positively impacting your life.
- Embrace mindful moments by pausing to appreciate the beauty or the good around you, such as a sunny day or a kind gesture.
- Take a walk and consciously notice things you're grateful for in your surroundings. Then, reflect on how they enhance your life.

Remember, gratitude is a journey; every small step can lead to a more positive and fulfilling life.



## Combatting Tech Neck

While not an official medical diagnosis, “tech neck” has become a familiar phrase. As smartphones, laptops and tablets have become everyday tools, people spend more time hunched over screens. The result is a growing number of individuals reporting stiffness, discomfort and pain in their neck and shoulders. Tech neck refers to the strain placed on the cervical spine (the part of the spine in the neck) when a person consistently looks down at a device or sits in poor posture while using technology.

The good news is that tech neck is preventable and manageable. A few small changes in daily habits can make a big difference, so consider these tips:

- **Improve ergonomics.** Set up your workstation to reduce unnecessary strain. Position your computer monitor so the top of the screen is at or just below eye level. Sit in a chair that

supports your back, with feet flat on the floor and shoulders relaxed.

- **Follow the 20-20-20 rule.** Every 20 minutes, look at something 20 feet away for at least 20 seconds. This not only eases eye strain but also encourages you to reset your posture.
- **Strengthen and stretch.** Encouraging short stretch breaks (e.g., chin tucks, neck stretches and shoulder blade squeezes) during the workday can be particularly effective in preventing long-term strain.
- **Mind your phone habits.** When checking your phone, bring the device up to your eyes rather than bending your head down.

Contact a doctor if tech neck symptoms persist or worsen. Physical therapy, massage or exercise programs can help address severe discomfort.

## Adjusting to Daylight Saving Time

Most of the United States shifts between standard and daylight saving time (DST) each year in an effort to “save” natural light. Clocks will get set one hour back on Sunday, Nov. 2, when the DST period ends. Although you may be excited about gaining another hour in your day, the disruption of DST can wreak havoc on your physical and cognitive health for several days, weeks or even months.

Your internal clock regulates critical processes, including the immune system. Interruptions to the circadian rhythm, your body’s 24-hour cycle that regulates wake and sleep, can also impair your focus and judgment. If your area follows DST, consider these tips to help adjust to the time change:

- Exercise in the morning to increase your wakefulness and reset your internal clock.

- Prioritize daylight exposure to help preserve your circadian rhythm.
- Keep a regular sleep routine and aim for seven to nine hours of sleep each night.
- Remove sleep disturbances (e.g., excess amounts of alcohol, caffeine and blue light exposure) a couple of hours before bedtime.

While you may be tempted to use the bonus hour to indulge in various activities, health experts recommend using that time for sleep. To help make the DST transition easier, consider going to bed 15 to 20 minutes early in the days beforehand to help your body get used to the difference. If you have specific concerns, talk to your health care provider.



**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;

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

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

**DORAL LINCOLN**

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**

**We're currently hiring for the following positions:**

- Auto Alert BDC
- Service Technicians
- Diesel Technicians
- New and Pre-Owned Sales Associates
- Outside Parts Sales Associates



# Together, We Made It Happen.



**Bobby Kussell**

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



## Message From our CFO

"As we wrap up the year, I want to extend my heartfelt thanks for everything you've contributed. Your dedication, collaboration, and resilience have made all the difference. I hope this holiday season brings you rest, joy, and time with the people who matter most. Thank you for being such an important part of our success."





You are invited

# *Holly Jolly Christmas Party*

Celebrate the magic of  
Christmas together

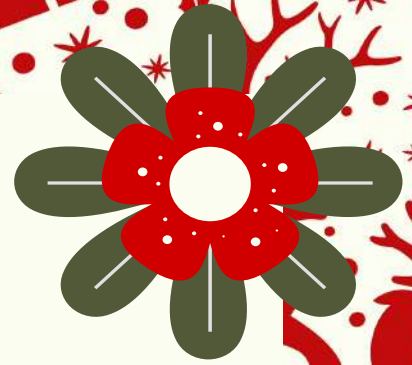
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**December 21<sup>st</sup> At 7:00 P.M.**

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InterContinental at Doral

2505 NW 87th Ave, Doral,  
FL 33172



## Tech Corner - September Edition

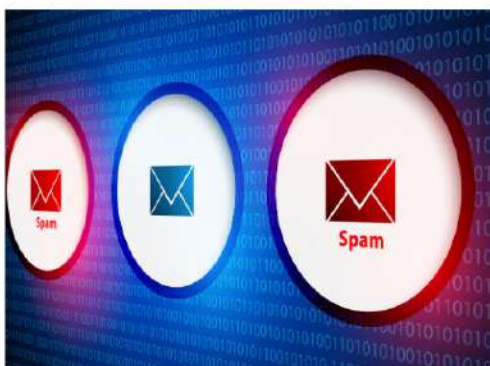
# HOW HACKERS TRICK YOU

## REAL PHISHING SCAMS SEEN AT DEALERSHIPS

Every day, dealerships like yours receive dozens of emails from vendors, manufacturers, banks, and customers. Unfortunately, not all of them are real.

This month, we're focusing on a growing threat: **\*\*phishing attacks\*\***—fake emails that trick you into clicking bad links, entering passwords, or downloading malicious attachments.

Here's what you need to know to protect yourself and your team.



## WHAT TO WATCH OUT FOR

A message saying your DMS password is about to expire.

- A fake invoice from 'accounting' asking you to click and review.
- An email that looks like your GM, but with a weird reply address.
- A text or email link saying 'your Microsoft account was suspended.'

An email was sent to a dealership employee that appeared to come from their OEM representative. It requested that they log into the dealer portal to view an "updated incentive bulletin." The link led to a lookalike login page, designed to harvest credentials.

In similar cases, attackers use this trick to gain access to real accounts and send out further phishing messages—sometimes within minutes. These emails often look convincing and use real names, logos, and urgency to bypass a user's judgment.

**EXAMPLE: PHISHING AT A DEALERSHIP**





## SPOT THE PHISH: WOULD YOU CLICK THIS?

It looks legit—but it's a trap. Here's how to tell:

- Hover links before clicking
- Never trust urgency + login request combo
- Check sender domain (not just the name)

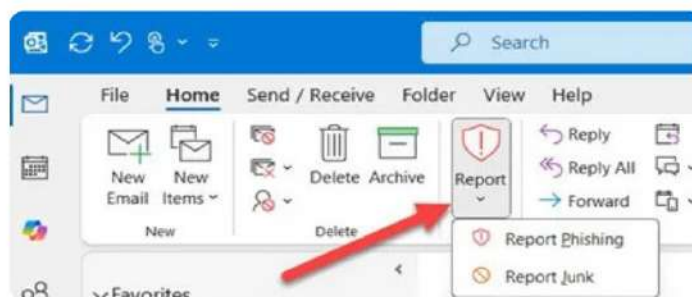
## TOOL OF THE MONTH: REPORT IT IN OUTLOOK

Not sure if it's a scam? Don't delete—report it!

In Outlook:

- Web: Click 3 dots > Report > Phishing
- Desktop: Right-click message > Report > Phishing

This helps protect everyone at the dealership!



## WHAT TO DO IF YOU CLICKED A SCAM LINK

### "Oops—I Clicked It! Now What?"

-  Disconnect from Wi-Fi (if possible)
-  Don't enter anything else
-  Call IT immediately
-  Request Password change (especially for email/DMS)
-  Stay calm—we've got your back

## CYBERSECURITY STARTS WITH AWARENESS

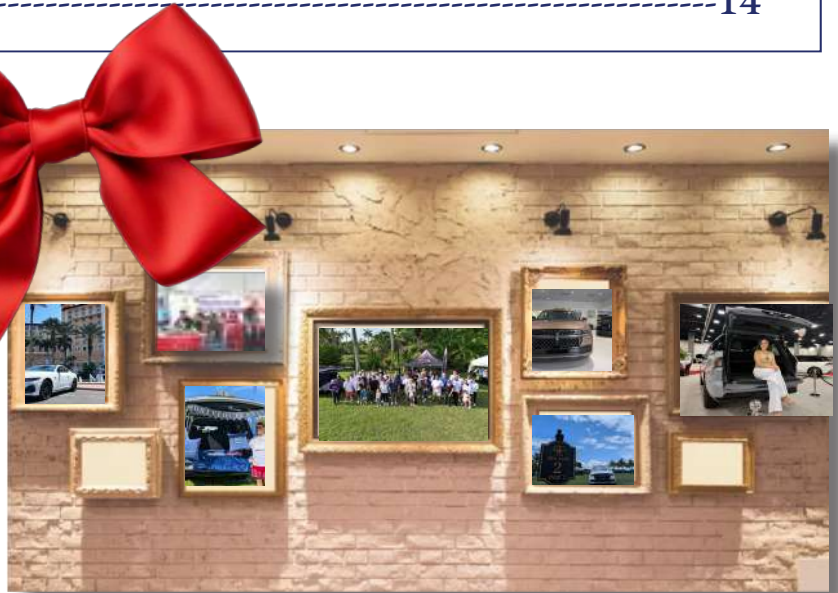
Phishing attacks are getting more realistic, but so are the tools and training to stop them. When you take a moment to pause, inspect, and report, you're not just protecting yourself—you're protecting the entire dealership.

If you ever feel unsure about an email, don't click—call BRISKCO. We're here to help.



# 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.













This month, we're thrilled to celebrate the exceptional efforts of our Top Performers across every department. From Sales and Service to Parts and beyond, each of you continues to raise the bar and exemplify excellence here at Doral Lincoln.

Product Specialist

Jorge Cervantes



BDC Representative

Alain Aguero



Service Advisor

Abdiel Suarez



Technician

Carlos Bonilla



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

New car sales - Amalia Rodriguez

Pre-Owned Sales - Antoine AKL



## Service Technician

Guillermo Savelli-Pinot

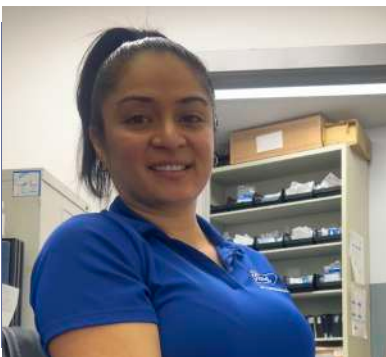


## Service Advisor

Arlenís Gort Barrios

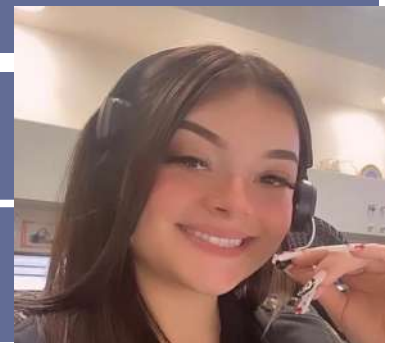
## Parts Advisor

Jennifer Gonzalez



## BDC Advisor

Daymi Andres





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



## BDC Representative

Jason Barnett



## Service Advisor

Mairym Mustelier



## Technician

Carlos Labrada





December-born individuals are admired for their warmth, intuition, and generous spirit. Falling under Sagittarius (November 22–December 21) or Capricorn (December 22–January 19), they embody a beautiful blend of adventurous optimism and grounded wisdom. Their birthstones, turquoise, tanzanite, and zircon, reflect these qualities with stunning clarity. Turquoise, cherished for its calming blue hues, symbolizes protection, healing, and inner peace. Tanzanite, with its vivid violet-blue glow, represents transformation, insight, and spiritual growth. Zircon, known for its brilliance, signifies clarity, uplifted energy, and enduring strength. Together, these stones mirror the compassionate, resilient, and inspiring nature of those born in December.

Andres Narvaez

Jorge Toll

Noemi Abreu

Valeria Munoz

Roberto Lago

Javier Acosta

Carlos M Lopez

Carlos Labrada

Annette Carballo

Rickson J Stekman

David Gil

Mauricio Campos

Jennifer Rodriguez

Virginia Casoli

Anthony Roque

Yomar Colmenares

Kristina Perez-Cubas

John Sanchez

Paola A Diaz

Danny Oropesa

Francisco J Mederos

Christopher Arauz

Alyssa Garcia

Hector Gonzalez Jr





Your unwavering dedication, perseverance, and commitment have been genuinely motivating. Throughout the years, your contributions, teamwork, and relentless quest for excellence have left a significant mark. We are truly grateful for everything you do and are honored to commemorate this milestone with you. Here's to your ongoing success, development, and many more achievements in the future!

Edith Somoano	14 Years	Francisco Ortega	10 Years
Jesus Roque	9 Years	Raul Rodriguez	8 Years
Maria R Diaz	6 Years	Ralph Lopez	6 Years
Jorge Alarcon	6 Years	Yanilis Aleman	6 Years
Felix J Galvan	5 Years	Michael L Suarez	5 Years
Richard E Faustino	4 Years	Hanoi Amado	3 Years
Carlos Herrera	3 Years	Ernesto Soto	3 Years
Cristofer Romero	3 Years	Claudia Martinez	2 Years
Jessica Michnewicz	1 Year	Alfred A Cruz	1 Year
Jerome J Foster	1 Year	Jordan Lee	1 Year
Javier Perez	1 Year		





# We are Miami!

As we close out the season and the year, we're reminded that every goal reached and every obstacle overcome reflects our shared dedication, resilience, and teamwork. Here in the heart of Miami, the drive and spirit that define our Doral Automotive family continue to push us forward. As we look ahead to 2026, let's carry that same momentum—embracing new opportunities, supporting one another, and staying motivated through every challenge. A new year brings new possibilities, and together, there's no limit to what we can accomplish.