

NEWSLETTER



BRANDS WITH PURPOSE AND PASSION

“Showing up every day with determination, pushing through challenges, and giving your best effort—no matter the circumstances—reflects true strength and commitment.

Dear Doral Automotive Group Family,

“As we step into the second quarter of the year, I want to take a moment to reflect on the incredible work happening across Ford of Kendall, Doral Lincoln, and Lincoln of Cutler Bay. The momentum we’ve built in Q1 is something to be proud of—and it’s entirely thanks to your hard work, dedication, and commitment to excellence.

Every department and every team member played a role in driving this strong start. The energy, collaboration, and attention to detail you bring each day don’t go unnoticed. It’s that collective effort that continues to move us forward and set us apart.

With Mother’s Day approaching, it’s also a meaningful time to recognize the strength, care, and leadership that so many of you bring to both your roles here and to your families. To all the mothers and mother figures on our team—thank you. Your presence makes a difference in ways both seen and unseen.

Let’s carry this momentum through the rest of the year. I’m excited about what lies ahead, and I’m confident that, together, we’ll continue reaching new levels of success.”

— Karen Somoano Rodriguez, Operations Director



HELLO & WELCOME

May

Message From our CEO

"Talent wins games , but a good attitude, discipline, and intelligence are what win championships. Championships are not solely about individual prowess; they require a collective effort where each member plays their role effectively. When a team combines these qualities, they can achieve extraordinary success and overcome even the toughest challenges. "



Luis Somoano
CEO & President

"You'll never achieve what you're too afraid to chase."



DORAL AUTOMOTIVE GROUP

DORAL
LINCOLN



LINCOLN
OF CUTLER BAY



FORD
OF KENDALL

Here is the Recipe From Our CEO

Peruvian-style Fish Ceviche



Recipe for Peruvian fish ceviche prepared with fresh fish, lime, onions, chili peppers, and cilantro. The fish ceviche is served with corn and sweet potato.

Ingredients

- 1 ½ pounds of fresh, high-quality fish fillets (such as corvina, mahi-mahi, escolar, or halibut)
- 1 red onion, thinly sliced
- 1 cup of freshly squeezed lime juice (about 10–15 Peruvian limes, or 35–40 key limes, or 8–10 large green limes in the U.S.)
- 1–2 yellow chili peppers or habaneros, halved, seeded
- 2–3 sprigs of fresh cilantro
- Salt to taste
- Finely chopped cilantro to taste



Instructions

1. Cut the fish into small cubes and place them in a glass bowl. Cover the fish pieces with very cold water and 1 tablespoon of salt, cover, and refrigerate while you prepare the onions and squeeze the limes.
2. Rub the onion slices with ½ tablespoon of salt and rinse with cold water.
3. Rinse the fish to remove the salt.
4. Place the fish cubes, half of the onion slices, the cilantro sprigs, and the chili peppers in a glass bowl, and pour the lime juice over the ingredients. Sprinkle with a bit of salt. To reduce the acidity of the lime juice, you can add a few ice cubes to the mixture.
5. Cover and refrigerate for about 5–15 minutes, or until the fish begins to turn white. If using Peruvian limes (limón sutil), the fish will cure more quickly.
6. Remove the cilantro sprigs and chili peppers from the ceviche mixture. Taste the fish ceviche and adjust the salt if needed.
7. To serve, place the ceviche in individual dishes or bowls. Add some of the onion slices, chopped cilantro, and finely chopped chili to taste.
8. Serve immediately with your choice of side dishes.

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

"We're off to a great start this year at Lincoln of Cutler Bay, and I just want to take a moment to say thank you. The effort, energy, and teamwork I see every day are what keep us moving forward—and it doesn't go unnoticed. With Mother's Day around the corner, it's a great time to recognize the people in our lives who show up with care, strength, and support—at home and at work. To all of you who fill that role in any way, thank you for everything you bring to our team. Let's keep this momentum going and make the rest of the season just as strong. I'm proud of what we've accomplished and even more excited for what's ahead."

A word from Steve Smith, GM of Ford of Kendall

"Thanks to the entire team for our April results. While we had many competing priorities, you again proved that sheer determination and focus can overcome any challenges. Let's work hard to ensure May's efforts are as rewarding. Thanks for all you do!"

**A word from Miguel Otero, GM of Doral Lincoln**

"True professionalism is about setting the standard—consistently delivering your best, showing respect, and taking pride in every detail. At Doral Lincoln, this is exactly what I see from each of you every day, and it's what makes our team unstoppable. From sales to service and every department in between, your commitment to excellence is unmatched. You represent this dealership with integrity and drive, and it's because of you that we continue to set the bar higher. Thank you for your unwavering dedication. Let's keep pushing forward and raising the standard even higher."

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

Just a friendly reminder that you can view all of our job postings in ADP under Myself, Talent, Career Center. Here you can apply for internal posts and share job postings with friends. Right now, we are looking for a Service Dispatcher, Technicians, Sales Associates, and many other positions! Please take a look at our career page !

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.

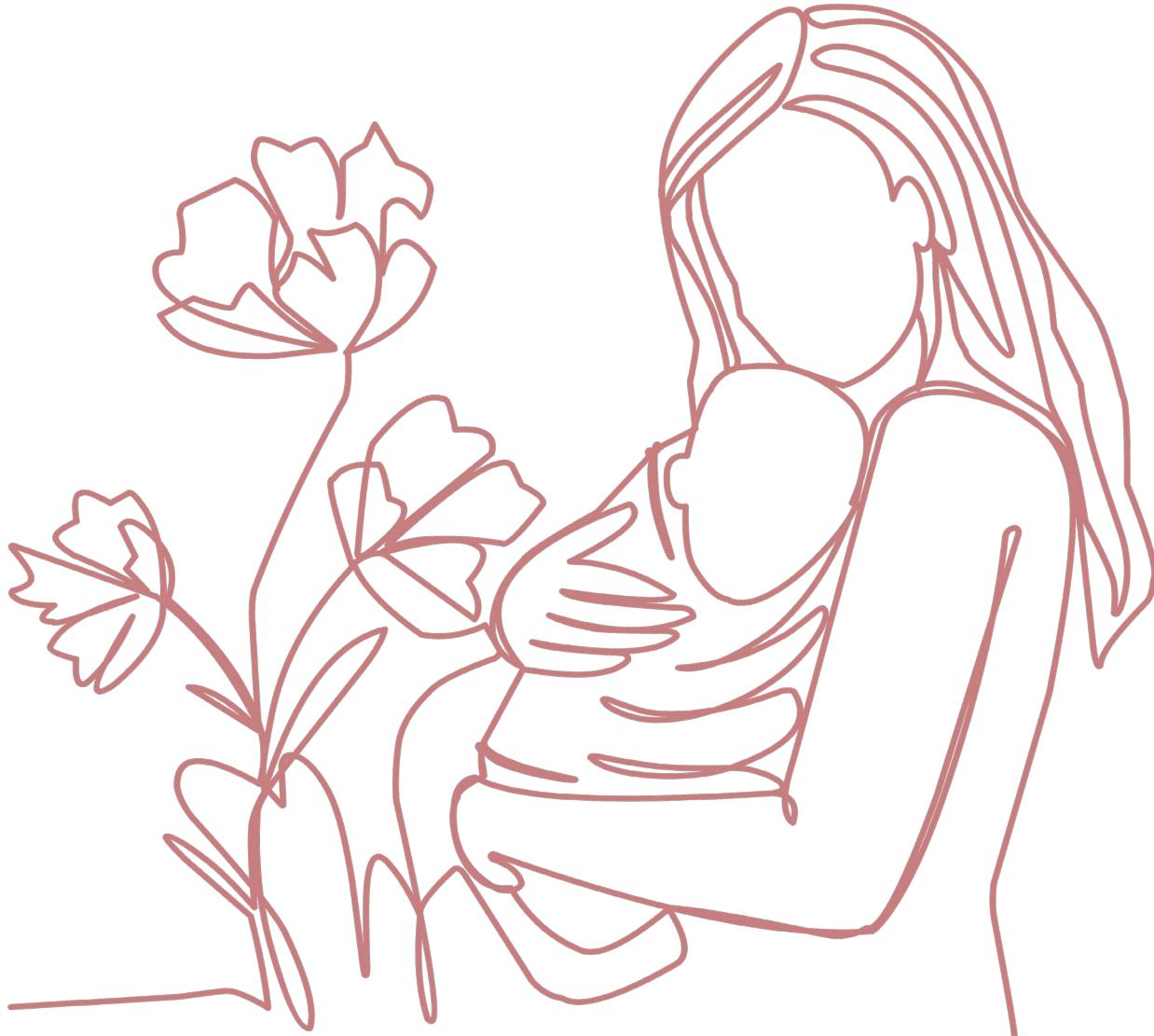
Technicians

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

Happy Mother's Day!

This Mother's Day, we want to take a moment to thank all the incredible moms, mother figures, and caregivers in our community. Your strength, love, and tireless dedication inspire us every day. Whether you're a mom yourself or celebrating someone special, we're grateful for the heart you bring to our world.

Wishing you a day filled with appreciation, joy, and love
—you deserve it!



A Daily 5-minute Walk Could Make a Difference

It's easy to feel overwhelmed by fitness trends or goals. While research shows that 11 minutes of moderate-to-vigorous exercise daily may lower your risk of cancer, cardiovascular disease or premature death, another health expert is praising the accessible exercise form of walking.

The National Jewish Health's director of cardiovascular prevention and wellness expressed that even a short amount of walking—just five minutes—has health benefits and supports future exercise goals. Walks improve the body's blood flow and boost creativity and productivity. Like any other exercise, walking also helps strengthen muscles and delivers oxygen to the brain and muscles.

How to Walk More Each Day

Fortunately, walking can easily be implemented into a routine. Consider the following tips for including more walking into your daily routine:

- **Make small goals.** For example, you could take a five-minute walk at lunch each day.

Doing so makes you more likely to succeed in maintaining a new walking habit.

- **Walk with friends.** This encourages you to keep the habit because you know others are counting on you, and it also keeps the walks from becoming monotonous.
- **Set reminders.** Decide when to walk during the day and set reminders. It's easy to forget to take a break when you get into your work.
- **Diversify your routine.** Change your walking routes to prevent boredom, or try walking at different speeds throughout your walk.
- **Listen to your body.** Don't be afraid to take time off or modify your routine. Pay attention to your body's signals and take care of yourself so you can maintain your new routine.

The key is to make movement a regular part of your day, even if it's a five-minute walk. Talk to your doctor and discuss what works best for you to learn more about creating an active routine.

Preparing for Tax-filing Season

Tax season is here, so if you haven't done so already, it's time to gather all the appropriate information you need to file your 2024 tax returns.

The federal tax return deadline is Tuesday, April 15, 2025.

However, due to federal disaster relief, millions of Americans have extensions this year. Taxpayers in Alabama, Florida, Georgia, North Carolina and South Carolina, and parts of Alaska, New Mexico, Tennessee, Virginia and West Virginia have until

May 1 to file their returns and pay taxes. The IRS also extended the deadline to Oct. 15 for victims of California wildfires.

Many people elect to file their tax returns electronically. This can be done in various ways, such as using tax preparation software or consulting a tax professional. If you are filing with a paper form, there are certain documents you must include. The documentation needed may vary based on your employment status over the past year. If you have questions about your tax-filing situation, consult with a tax professional.

Open Enrollment

We just had our Open Enrollment for the effective date of June 1st. If you need to still enroll or have any questions or concerns regarding your benefits, please reach out to our consultants at All Atlantic Benefits. You can find this information at our benefits website www.doralautomotivebenefits.com

BENEFIT QUESTIONS?

Have any questions regarding your enrollment or benefits available to you, call the number below and a dedicated agent will be happy to assist you.

**Elizabeth Mendoza**

Sr. Account Manager
Talk/Text: (954) 623-8737
elizabethm@allatlanticbenefits.com

**Veronica Ferrari**

Vice President, Benefits Consultant
Talk/Text: (305) 989-4676
veronica@allatlanticbenefits.com

**Emilio Rodriguez**

Account Manager
(754) 209-0377
emilior@allatlanticbenefits.com

HR QUESTIONS?

Have any questions regarding your deductions and enrollment? Contact your HR Department at the number below for assistance

Edith Muniz

Human Resources Manager
(786) 582-6743
emuniz@doralautogroup.com



DORAL AUTOMOTIVE GROUP

DORAL LINCOLN FORD OF KENDALL LINCOLN OF CUTLER BAY

AUTOMOTIVE TECHNICIAN EMPLOYEE REFERRAL

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

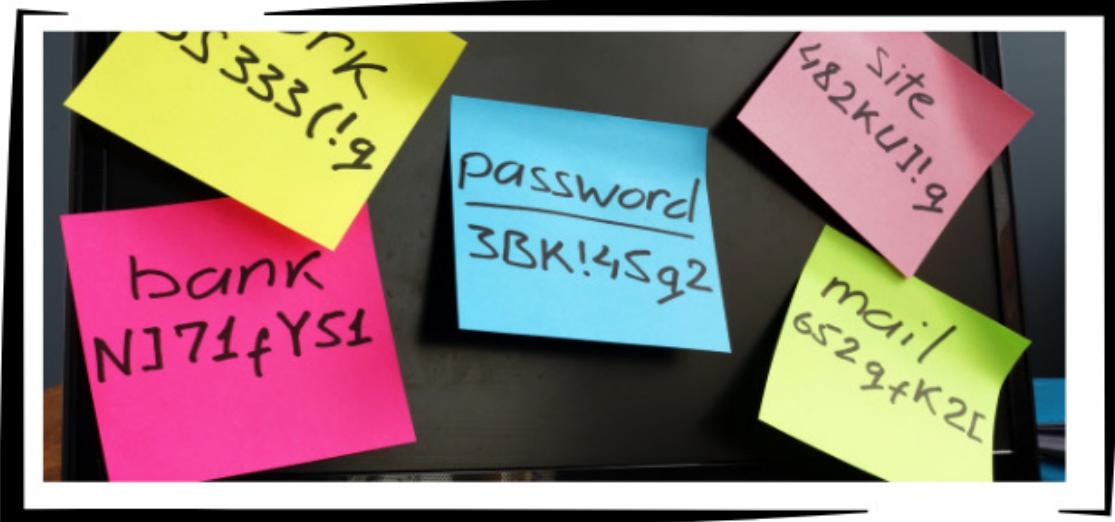
*In the event that the referring employee is terminated, the payout will be discontinued.

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

Password Management: How to Create Secure Passwords and Keep Your Accounts Safe



In the digital age, protecting your online accounts is essential. With so many passwords to remember, it's easy to take shortcuts. However, using weak passwords or reusing the same password across multiple sites can make it easier for hackers to access your accounts. This guide will help you understand how to create strong, secure passwords, and how to manage them safely.



Why Password Management is Important

Your passwords are the keys to your online life. Poorly managed passwords can lead to compromised accounts, identity theft, and data breaches. Here's why password management is critical:

- Strong Passwords Prevent Hacking:**

Complex passwords are much harder to crack. Using a password manager to generate and store strong passwords keeps your accounts secure.

- Avoid Password Reuse:**

Using the same password for multiple accounts is risky. If one site is breached, hackers can gain access to all your other accounts. Using a password manager ensures each account has a unique password.

- Secure Storage:**

Password managers encrypt and store your passwords in one place, so you only need to remember one master password.

Password Management: How to Create Secure Passwords and Keep Your Accounts Safe

How to Create Secure Passwords

Creating a strong, complex password is the first line of defense against hackers. Follow these guidelines to make sure your passwords are secure:

- **Length Matters:**

The longer the password, the harder it is to crack. Aim for passwords that are at least 12 characters long.

- **Use a Mix of Characters:**

A secure password should include:

- Uppercase and lowercase letters (A-Z, a-z)
- Numbers (0-9)
- Special characters (e.g., !, @, #, \$, %, ^, &)

- **Avoid Common Words and Phrases:**

Do not use common words, names, or phrases that are easy to guess, like “password123” or “welcome2025.” Avoid personal information such as birthdates, phone numbers, or pet names, as these can be easily guessed by hackers.

- **Use Passphrases:**

Instead of one word, use a combination of random words or a passphrase that only you would know, such as “**PurpleTiger\$73@Waves!**” or “**FastSky\$44*BirdSun.**” The goal is to make it memorable but difficult for others to guess.

- **Incorporate Unpredictable Elements:**

Use a mix of letters, numbers, and symbols, and place them in unexpected locations in the password. Instead of just “Tiger123!” you could try “T!ger74*Sun#”. The unexpected combination of symbols and numbers makes it harder for hackers to guess.

- **Avoid Using Personal Information:**

Stay away from anything related to you, such as your name, birthdate, or favorite sports team. If a hacker knows anything about you, they might use it to guess your password.

Common Mistakes to Avoid

- **Not Using Different Passwords for Different Sites**
- **Writing Passwords Down**
- **Using Simple or Common Passwords**
 - Avoid passwords like “**123456**” or “**password**” as they are among the most commonly used passwords, making them easy targets for attackers

Take Action Now

- Create **long, complex passwords** that use a **mix of characters, numbers, and symbols**.
- **Avoid** using **personal information** or common words in your passwords.
- **Use a password manager** to generate and store unique passwords for each account.
- Always **enable two-factor authentication** to add an extra layer of protection

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.



AF LUIS SOMOANO
DUEÑO DE DORAL LINCOLN Y FORD DE KENDALL





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.



May babies are known for their charm, curiosity, and down-to-earth nature. With a love for beauty and a deep appreciation for the natural world, they often bring a calming, grounded presence wherever they go. If you're born between April 20 and May 20, you fall under the Taurus zodiac sign—patient, reliable, and steady, with a fondness for comfort and the finer things in life. Those born between May 21 and June 20 are Gemini, known for their lively spirit, adaptability, and sharp intellect. Geminis thrive on communication, variety, and connection. May has two birthstones: the emerald and the agate. The emerald, with its rich green hue, symbolizes love, growth, and renewal—perfect for springtime souls. It's believed to bring wisdom and harmony to the wearer. The agate, known for its wide range of colors and patterns, is said to offer grounding energy, emotional balance, and protection.

James Gonzalez	05/05	Ana P. Morales	05/17
Jose M. Cartas	05/06	Dahianna Castillo	05/18
Jose J. Igelsias	05/08	Elier L. Rufin	05/21
Jessica Michnewicz	05/09	Mauro Diaz Jorge	05/22
Javier Alcedo Vivas	05/13	Elier Perez Orozco	05/24
Diana Hernandez	05/13	Brian Garduno	05/24
Steven G. Smith	05/14	Paul Collins	05/25
Carlos E. Solis	05/15	Mario Martinez	05/28
Yoel A. Padron	05/17	Alain R. Aguero	05/28

Let's Celebrate!



Happy Work Anniversary! Your dedication, perseverance, and commitment have been nothing short of inspiring. Over the years, you've made a meaningful impact through your contributions, collaboration, and unwavering pursuit of excellence. We truly 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 to come!

Jose Rivera	18 Years	Liliana Somoano	16 Years
Juan A. Diaz	16 Years	Felix Callico	16 Years
Brisaida Alomora	9 Years	Yorelvis Rodriguez	6 Years
Jose J. Iglesias	6 Years	Pablo O. Guerrero	6 Years
Yoisel Trujillo Valdes	5 Years	David Gonzalez	5 Years
Carlos J. Bonilla	5 Years	Mario Martin Martinez	4 Years
Glane V. Valera	3 Years	Rickson J. Steckman	3 Years
Jesus E. Perez	3 Years	Felicia G. Hodeges	3 Years
Rene A. Rodriguez	2 Years	Daniel A. Gomez	2 Years
Harold Castillo Acosta	2 Years	Leonardo Negron-Catala	1 Year
Jose Roque Garcia	1 Year	Belle Mendoza	1 Year
Mariela Leyva Terrero	1 Year	Ricardo Vasquez-Moncada	1 Year
David Leon	1 Year		

congratulations!

We are Miami!

"Team, your continuous effort, determination, and dedication are what drive our success. Together, we can conquer any obstacle!

Let's press on with enthusiasm, turning every challenge into a chance to thrive, and always having each other's backs. When we stand united, we achieve extraordinary things!"

