

NEWSLETTER



BRANDS WITH PURPOSE AND PASSION

At Doral Automotive Group, November is a season of gratitude and continued growth. As we move toward the close of the year, let's stay driven and united—one team, one family—focused on excellence and collaboration. The road ahead is bright with opportunity, and together, we'll finish the year stronger than ever!

Dear Doral Automotive Group Family,

"We measure success in more than numbers, people, growth, and trust matter most. Thank you for building all three together. Happy Thanksgiving!"

— Karen Somoano Rodriguez
Operations Director, Doral Automotive Group

HELLO & WELCOME

Message From our CEO

"Play by the rules, but be
ferocious.

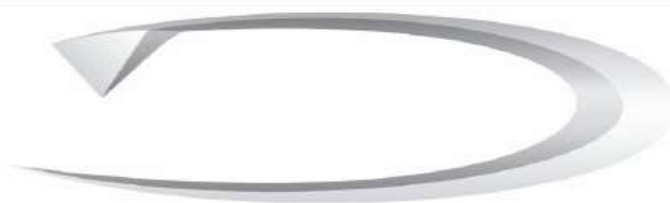
"Whether you think you can, or
think you can't — you're right."

November



Luis Somoano
CEO & President

You're braver, smarter, and more
capable than you think.



DORAL AUTOMOTIVE GROUP

DORAL
LINCOLN



LINCOLN
OF CUTLER BAY



FORD
OF KENDALL

Here is the Recipe From Our CEO

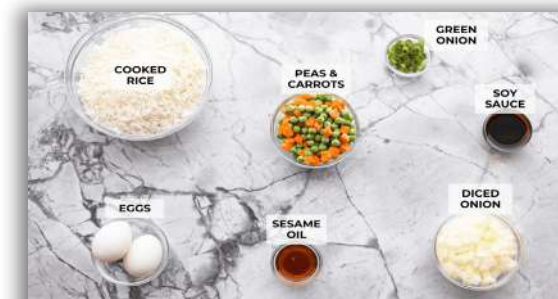
Easy - Fried rice



Craving that classic Chinese takeout taste? The secret's in the sesame oil — it brings everything together with that rich, nutty flavor you love. Even better, this is the easiest and best fried rice you'll ever make, ready in just under 15 minutes! One pan, minimal mess, and maximum flavor — a win-win for any night of the week.

Ingredients

- 3 cups cooked rice *
- 2 tablespoons sesame oil
- 1 cup chopped white onion 1 small onion
- 1 cup frozen peas and carrots
- 2-3 tablespoons soy sauce more or less to taste
- 2 lightly beaten eggs
- 2 tablespoons chopped green onions optional



Instructions

1. Preheat a large skillet or wok to medium heat.
2. Add 2 tablespoons sesame oil, 1 cup chopped white onion, and 1 cup frozen peas and carrots. Cook until tender.
3. Slide the vegetables to the side and pour 2 lightly beaten eggs onto the other side of the skillet. Using a spatula, scramble the eggs.
4. Once cooked, mix the eggs with the vegetables.
5. Add 3 cups cooked rice * to the veggie and egg mixture.
6. Pour 2-3 tablespoons soy sauce on top.
7. Stir the rice and veggie mixture until warmed through and combined.
8. Top with 2 tablespoons chopped green onions, if desired, and serve immediately.



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

"In this season of gratitude, we give thanks for our amazing team and loyal customers who keep us moving forward. Together, let's close the year strong and set the pace for an even greater year ahead."

A word from Steve Smith, GM of Ford of Kendall

"We are all very important to developing and nurturing our work culture. Many associates take a somewhat passive approach while others may be more assertive. Rest assured, the mix is vital to ensure our work environment continues to grow and prosper. Thanks for your ongoing commitment to our operations and have a wonderful Thanksgiving."



A word from Miguel Otero, GM of Doral Lincoln



"Every challenge is an invitation to rise a little 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

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.



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;

\$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



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

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

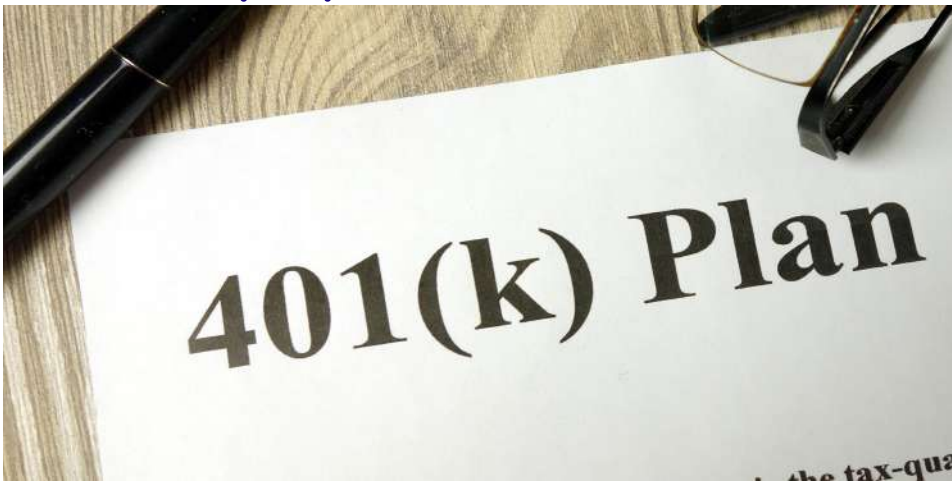
Car Wash Lot Attendant	Cutler Bay, FL
Part-time Receptionist	Cutler Bay, FL
Receptionist	Cutler Bay, FL
Sales Associate	Cutler Bay, FL
BDC Specialist	Miami, FL

The Importance of Investing in Your 401(K)



Bobby Kussell

CFO Insider:
Shifting Gears
on Growth And
Development



Doral Automotive Group offers all employees the opportunity to invest in a 401(k) plan that includes a company match. A 401(k) is one of the most powerful tools available for building long-term financial security. This retirement savings plan allows you to invest a portion of your paycheck before taxes are taken out, enabling your money to grow tax-deferred until retirement.

Here's why investing in your 401(k) is so important:

1. Tax Advantages

Contributions to a traditional 401(k) reduce your taxable income, lowering your current tax bill. Over time, the compounded growth of investments within the account occurs without being taxed yearly, which can significantly boost your retirement savings.



2. DAG Matching

DAG offers a match that is equal to a percentage of what you contribute. This is essentially free money that increases your retirement fund without any additional cost to you. Failing to contribute enough to get the full match is leaving money on the table.

3. Long-Term Growth Potential

Because 401(k) funds are invested in the market—often in a mix of stocks, bonds, and mutual funds—they have the potential to grow substantially over the decades, especially when left untouched to benefit from compound interest.

4. Financial Security in Retirement

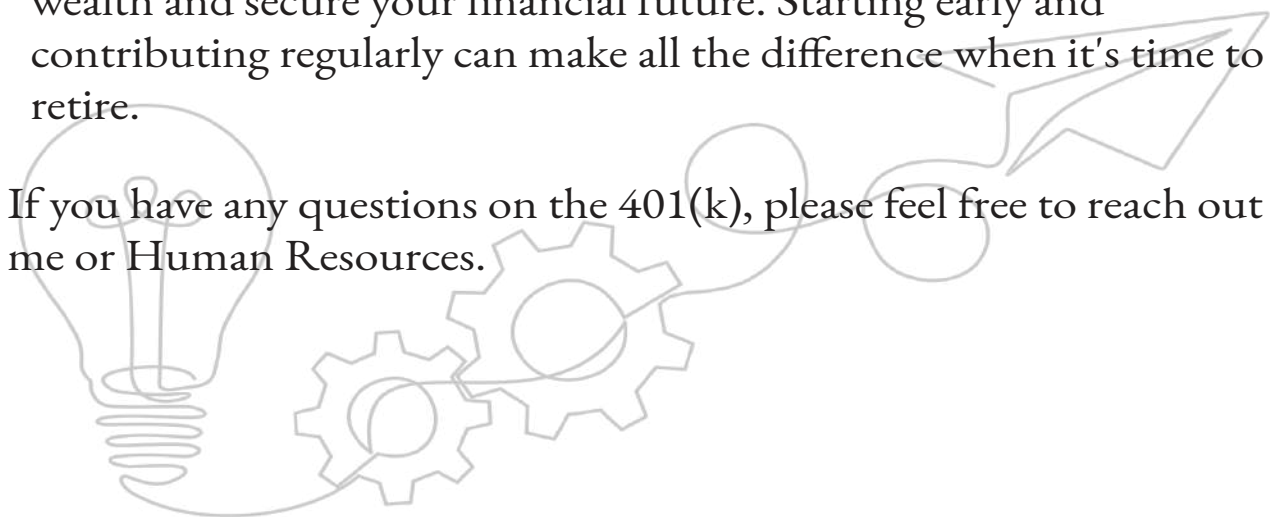
A well-funded 401(k) can provide the income you need to maintain your lifestyle in retirement.

5. Automatic Saving Makes It Easy

Contributions are automatically deducted from your paycheck, making saving consistent and effortless. Over time, these regular contributions add up significantly.

In short, investing in your 401(k) is a smart, disciplined way to build wealth and secure your financial future. Starting early and contributing regularly can make all the difference when it's time to retire.

If you have any questions on the 401(k), please feel free to reach out to me or Human Resources.



Tech Corner - September Edition

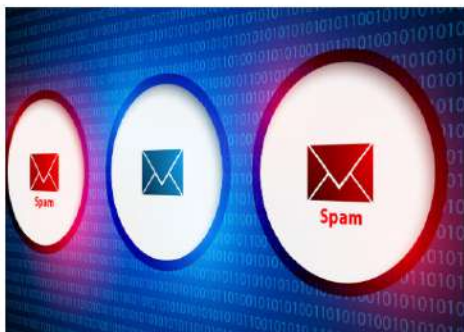
HOW HACKERS TRICK YOU

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

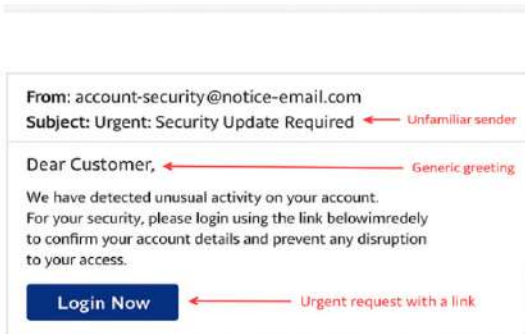
A message saying your DMS password is about to expire.

- 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)

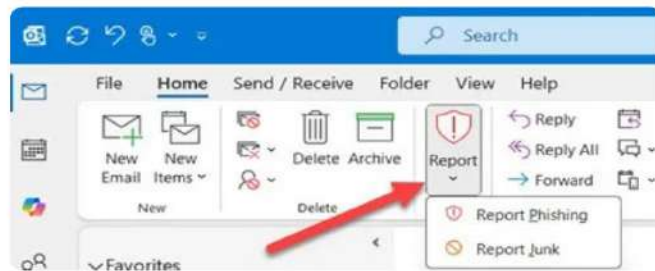
TOOL OF THE MONTH: REPORT IT IN OUTLOOK

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 BRISCKO. 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.







Happy Thanksgiving From the Doral Automotive Family!

Giving Back

As we gather to celebrate this season of gratitude, we want to take a moment to express how truly thankful we are for each member of our Doral Automotive family. Every day, your hard work, dedication, and passion help drive our success forward. Whether you're greeting customers with a warm smile, turning wrenches in the service bays, or keeping our operations running smoothly behind the scenes, you play an essential role in shaping who we are as a company.

This Thanksgiving, we want to extend our appreciation not only for your contributions, but for the teamwork, respect, and unity that make our organization feel like a family. We are grateful for the culture we've built together—one rooted in support, integrity, and shared purpose.

A Brief History of Thanksgiving

Thanksgiving is one of the oldest American traditions, dating back to 1621, when the Pilgrims and the Wampanoag tribe gathered for a three-day feast in Plymouth to celebrate a successful harvest. Though early celebrations varied by region, the idea of giving thanks for the year's blessings remained central.

It wasn't until 1863, during the Civil War, that President Abraham Lincoln declared Thanksgiving a national holiday—encouraging Americans to pause, reflect, and appreciate the good in their lives despite challenging times.

Today, Thanksgiving is about coming together, sharing a meal, and expressing gratitude—not only for abundance, but for the people and relationships that enrich our lives.

From Our Family to Yours

As we head into the holiday season, we want to wish you and your loved ones a warm, joyful, and restful Thanksgiving.

May your homes be filled with laughter, your tables with great food, and your hearts with appreciation for all the wonderful moments this year has brought.

Thank you for being an essential part of our Doral Automotive family!
Happy Thanksgiving!



Top Performer Doral Lincoln

17

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

Marlon Mustelier Dominguez



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 - Alex Garrido
Pre-Owned Sales - Harold Castillo



Service Technician

Kevin Moreira Basulto

Service Advisor

Adriana Ibanez



Parts Advisor

Michael Morales

Top Performer Lincoln Of Cutler Bay-----

19

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

Jesus Perez



BDC Representative

Jason Barnett



Service Advisor

Mairym Mustelier



Technician

Frank Gonzalez





November-born individuals are admired for their depth, loyalty, and quiet strength. Falling under Scorpio (October 23–November 21) or Sagittarius (November 22–December 21), they embody a powerful blend of passion, wisdom, and optimism. Their birthstones, topaz and citrine, perfectly reflect these traits. Topaz, known for its brilliance, symbolizes love, abundance, and good fortune, while citrine, with its warm golden glow, represents joy, energy, and clarity. Together, these stones mirror the radiant, determined, and uplifting spirit of those born in November.

Jose Roque

Abdiel Suarez

Luis E. Romero

Norman Mejia

Ernesto Soto

Juan C. Sierra

Marlon Mustelier

Edilberto Rodriguez

Ralph Lopez

Sergio Gonzalez

Raul Eusebio

Jacqueline Pazos

Luis G. Gonzalez

Jorge Alarcon

Mariela Leyva

Yenisfer Baro

Letty R. Lopez

Allison Flores

Rodolfo Paz

Manuel A. Lopez.

Pablo O. Guerrero

Melissa Ortiz

Felix E. Ortega

Brisaida Almora

Emmely G. Ramirez

Roberto C. Mesa

Alberto Cancino

Isabela Zorro

Jason K. Barnett

Riaz Ahmed

Jose Somoano

Victor Andarcio

Reinaldo Perez

Carlos Aguilar

Onel Pardo

Rodolfo Paz

Edith Somoano

Alfredo Perez

Mariela Leyva

Glenda Bobadilla



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!

Jose Somoano	14 Years	Alayn Martinez	8 Years
Jonathan Farinas	5 Years	Emmely G. Ramirez	4 Years
German Fernandez	4 Years	Montserrat Ortiz-Vazquez	3 Years
Matthew Long	3 Years	Kevin Sanchez	2 Years
Amalia Rodriguez	2 Years	Maykol Conyedo	2 Years
Jose Perez Jr	2 Years	Alberto Sanchez	1 Year
Ana Padron	1 Year	Roberto Lago	1 Year
Elsy Comenero	1 Year	Elier Cancino	1 Year
Carlos Aguilar	1 Year		

Congratulations!

We are Miami!

"As the seasons come to a close, we're reminded that each milestone we reach reflects our shared commitment, perseverance, and teamwork. Here in the heart of Miami, we continue to move forward with the warmth and spirit that define our Doral Automotive family. Let's carry that same energy into the winter and giving season—staying motivated, supporting one another, and turning every challenge into an opportunity. Together, there's no limit to what we can achieve!"

