

# NEWSLETTER



## BRANDS WITH PURPOSE AND PASSION

At Doral Automotive Group, September serves as an opportunity to realign our efforts, advance confidently, and conclude the summer with strength—united as both a team and a family. Let's continue to move forward!

Dear Doral Automotive Group Family,

As we look back at September, I want to remind everyone how important it is to always act ethically. Doing the right thing builds trust—with our customers, our coworkers, and our community—and that trust is the foundation of our long-term success.

— Karen Somoano Rodriguez  
Operations Director, Doral Automotive Group

# HELLO & WELCOME

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September

## Message From our CEO

"Life isn't about finding yourself.  
Life is about creating yourself."



**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**

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**DORAL**  
LINCOLN



**LINCOLN**  
OF CUTLER BAY



**FORD**  
OF KENDALL

# Here is the Recipe From Our CEO

## Spanish Calamari Rice



In just 15 minutes, you can whip up this easy garlic shrimp rice recipe! Juicy shrimp tossed with garlicky olive oil and fluffy rice for the perfect one-pan meal. Just add a squeeze of lemon and fresh herbs to bring it all together!

### Ingredients

- 5 to 6 small squid, cleaned
- 1 onion, yellow or white
- 1 to 2 cloves garlic
- 1/2 red bell pepper
- 2 to 3 tablespoons Spanish extra-virgin olive oil
- 32 ounces fish stock
- 2 cups pearl rice
- 3 to 4 saffron threads
- Salt, to taste
- Freshly ground black pepper, to taste
- 1/2 (15-ounce) can peas, option



### Instructions

1. Clean the squid thoroughly and cut them into rings. Use the tentacles but be sure to remove the eye. Peel and finely chop the onion and garlic. Cut the pepper into small pieces.
2. Heat a few tablespoons of olive oil in a heavy-bottomed large frying pan. Sauté the onion and garlic over medium heat. When the onion is golden, add the red pepper and continue to sauté, stirring often, for about 5 minutes.
3. While the onion mixture is sautéing, heat the fish stock in a saucepan, but do not boil the stock.
4. Add the squid pieces to the onion mixture and sauté for three to four minutes. Add the rice to the frying pan and stir to coat the rice with oil. Add more oil if needed and “toast” rice for about 2 minutes on medium heat, being careful not to burn it.
5. Pour in fish stock, saffron, and stir. Add salt and pepper to taste. Simmer until the rice is cooked. Add optional peas after the rice is cooked. They do add some color and nutritional value to the dish.
6. Some Spanish families prefer “soupy” rice and will serve this sort of dish with broth. If you’d like this to be more of a soup than a drier rice dish, add a bit more fish stock to the pan just before the rice is finished cooking. Otherwise, keep it as is, as a less soupy version.
7. Remove the dish from the heat and serve.



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

"Fall is a season of growth and renewal. At Lincoln of Cutler Bay, we aim to lead by example, putting our best foot forward for our team and our clients alike."

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A word from Steve Smith, GM of Ford of Kendall

Hello Team! I would like to revisit the phrase "Continuous Improvement" for our operations. This is an ongoing, systematic effort to make small, incremental changes to processes, products, or services to enhance efficiency, quality, and customer value over time. In September, let's all continue our relentless pursuit of improvement in order to separate us from our competitors. Thanks for all you do every day.



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A word from Miguel Otero, GM of Doral Lincoln

"Every handshake is a new opportunity. Sell with confidence, serve with integrity, and success will follow you off the lot."





# 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)

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.



## Are You Prepared for an Emergency?

Disasters such as hurricanes, tornadoes, floods and earthquakes can strike with little or no warning. Roads may become impassable, power could be out for days and emergency services might be overwhelmed. In these situations, having a plan can make all the difference between chaos and calm.

September is National Preparedness Month, so make a plan for if you need to evacuate your home or get trapped inside for days.

Preparedness isn't just about stocking up on supplies; it's about knowing what to do, where to go and how to stay safe. Consider these five key steps to help you and your household prepare:

1. **Know your risks.** Understand the types of disasters most likely to affect your area. In the Midwest, tornadoes and floods are common. Coastal regions may face hurricanes, while the West Coast is more prone to earthquakes and wildfires.
2. **Create a communication plan.** Make sure every member of your household knows how to reach each other during an emergency. Choose an out-of-town contact person and

establish meeting points in case you're separated.

3. **Assemble an emergency kit.** Your kit should include nonperishable food and water (enough for at least three days), flashlights and extra batteries, basic first-aid supplies, medications and personal hygiene items, important documents (e.g., IDs and insurance papers) in a waterproof container, and a battery-powered radio.
4. **Plan for evacuation and shelter-in-place.** Know your local evacuation routes and shelters. Also, prepare for scenarios where you may need to stay inside your home for several days. Keep extra blankets, a manual can opener and entertainment for kids, if needed.
5. **Include pets in your plan.** Don't forget your furry family members. Ensure you have food, water and any medications they need, and identify pet-friendly shelters in advance.

Visit the Federal Emergency Management Agency's (known as FEMA) website, [Ready.gov](https://www.fema.gov), to learn more about preparing for emergencies at home, at work and on the road.

## UV Index and Sun Safety

Spending time outdoors can be great for your health and well-being, but protecting your skin from the sun's harmful ultraviolet (UV) rays is important. One of the most effective ways to do this is by understanding and using the UV index, a daily forecast that measures the strength of the sun's UV radiation.

The UV index is reported on a scale from 0 to 11+. The higher the value, the greater the potential for harm from unprotected sun exposure.

Children, older adults, and people with fair skin or certain medical conditions may be especially vulnerable to high UV levels. Here's how to use the UV index proactively:

- **Check the index in the morning.** Many weather apps and websites display the UV index alongside the daily forecast.

## Combating the "September Scaries"

As summer fades, individuals may experience a case of the "September Scaries," emotional and psychological stress that occurs with the transition from summer to fall. This phenomenon can happen as kids return to school, work intensifies, the days get shorter and the holiday season looms.

This seasonal transition disrupts routines and can trigger a sense of loss of freedom, sunshine and overall spontaneity. The return to rigid schedules and looming responsibilities may heighten stress, especially for those juggling work, family and other personal responsibilities. Consider these tips for managing stress during the seasonal transition:

- **Write down your worries.** First, it's important to understand what's making you feel worried. Then, you can evaluate if it's rational or not.

- **Adjust your schedule when possible.** If the UV index is high (6 or above), plan outdoor activities for early morning or late afternoon, when the sun's rays are less intense.
- **Take extra precautions when the index spikes.** On days with a very high or extreme rating, minimize direct exposure and prepare accordingly with strong sun protection.
- **Watch for environmental amplifiers.** Snow, sand, water and even pavement can reflect UV rays and increase your exposure.

Checking the UV index as part of your daily routine can help you reduce your risk of sunburn, premature aging and skin cancer while still enjoying time outdoors. Contact your doctor for more information.

- **Establish routines.** A routine can help you feel more in control and get you back on track for a solid season. Try to have some fun on the weekends, like making plans with friends, so you have something to look forward to.
- **Practice self-care.** This transition is also a good time to reinforce healthy routines like sleep hygiene, nutrition and movement. This practice can help you feel more physically and mentally prepared to take on challenges.
- **Embrace seasonal changes.** Enjoy fall activities, such as picking pumpkins and apples, hiking outdoors, baking with seasonal goods and watching the leaves change.

If you have any concerns about your well-being, reach out to a mental health professional.




**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**

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

## Tech Corner - September Edition

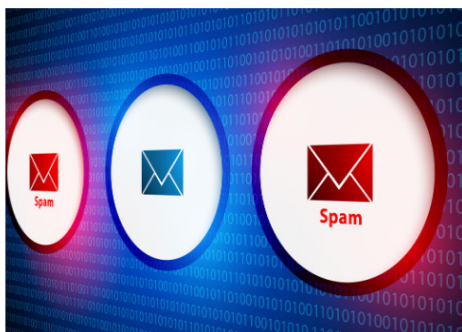
# HOW HACKERS TRICK YOU

## 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

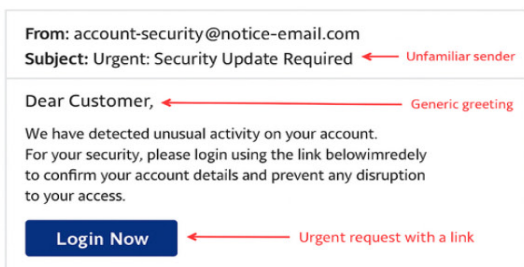
A message saying your DMS password is about to expire.

- 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)

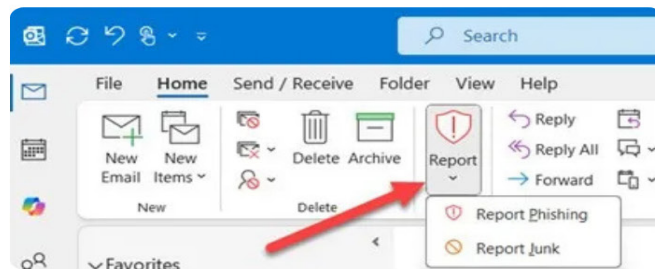
## TOOL OF THE MONTH: REPORT IT IN OUTLOOK

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.

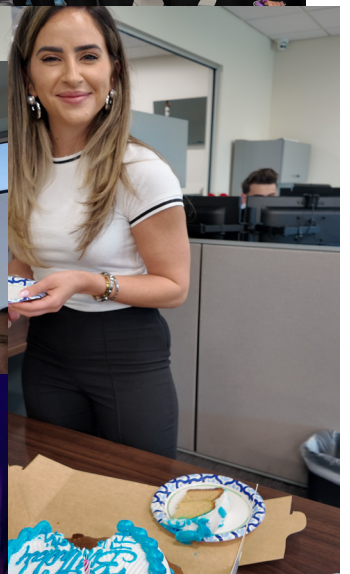
If you ever feel unsure about an email, don't click—call BRISCKO. We're here to help.





# 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.







Top Performer Doral Lincoln

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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 Dominguez



BDC Representative

Liss Urbaez



Service Advisor

Abdiel Suarez



Technician

Carlos Bonilla







## Star Performer



Product Specialist

Adrian Lorenzo

At Doral Lincoln, we're proud to recognize Adrian Lorenzo as this month's Star Performer. Adrian's dedication, positive attitude, and commitment to growth make him a standout member of our team.

When asked what motivates him each day, Adrian shared that his drive comes from delivering exceptional customer service. He strives to give every client a true VIP experience while continuously working to be better and do better.

For Adrian, one of the best parts of being at Doral Lincoln is the family atmosphere. "Here, we treat each other as family," he explained. Whether it's helping with a difficult client or supporting one another outside of work, the team always has each other's back — and that sense of unity makes all the difference.

Adrian also focuses on building trust with clients by getting to know them personally. He takes the time to learn about each client's interests, hobbies, and goals, using that insight to break the ice and create genuine relationships.

Looking back on his journey so far, Adrian describes it in one word: "overcoming." Starting in February with no prior car sales experience, he embraced the challenge, worked hard to learn the products, mastered training, and continues to grow every day. His story is one of perseverance, growth, and dedication — and it's only the beginning.

One of Adrian's most memorable moments at Doral Lincoln came when he sold his very first special edition Navigator. The deal was finalized close to midnight, but for Adrian, the late hours were worth it: "The customer left super satisfied and happy with the car, and that made it unforgettable."

Outside of work, Adrian enjoys spending weekends with his family, relaxing on the boat, and enjoying the beach.

When asked which Lincoln he would choose to test drive every day, Adrian said the Aviator, citing its V6 3.0 turbo engine, balanced size, and versatile space.

### Pull Quote:

"Here, we treat each other as family. Whether it's helping with a tough client or supporting each other outside of work, the team always has your back." — Adrian Lorenzo

Please join us in celebrating Adrian Lorenzo, a true Star Performer at Doral Lincoln.

Top Performer Ford Of Kendall

16

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 - Christian Mogollon  
Pre-Owned Sales - Alberto Sanchez



## BDC Representative

Bryan Oca

## Service Advisor

- Felix Ortega
- Osvaldo Perez

## Parts Advisor

- Jose Cartas
- Ulysi Fernandez





## Star Performer



Maintenance

Jairo Lindado

At Ford of Kendall, we're proud to recognize Jairo Lindado as this month's Star Performer. With over 10 years of service, Jairo has become a cornerstone of the team, known not only for his expertise in maintenance but also for his willingness to help wherever he is needed.

Reflecting on his journey, Jairo shared, "I had never worked at a dealership before, and I was commuting 199 miles. Even though it was a big adjustment, I saw it as an opportunity to learn and grow. Over time, I became the handyman I am today, always ready to help with anything—from electrical to AC repairs—and my managers know that I give it my all before seeking assistance."

Jairo thrives on building relationships with his coworkers. "Every day I see my team and enjoy having good relationships with them. I listen, offer advice, and help them through challenges whenever I can. If there are things you cannot resolve, you have to leave them to a higher power. You don't win anything by worrying—focus on harmony and teamwork."

He maintains his spirit and charisma through positivity and empathy. "When clients or coworkers feel overwhelmed, I try to be a cushion for them. I always ask about their families because you never know what's happening in their lives. Sometimes people just need a shoulder to lean on, and I'm there for them."

When asked what advice he would give someone just starting at Ford of Kendall, Jairo said, "It's about the attitude you carry into work and being a good team player. Support your coworkers, think outside the box, and keep your workspace clean and safe. Being thoughtful and proactive improves the environment for everyone."

Looking ahead, Jairo hopes to continue growing within the company. Outside of work, he enjoys reading, watching television, participating in charity events and social hours, spending time with his grandson, and attending church on Sundays.

### Pull Quotes:

"Every day I see my team and enjoy having good relationships with them. I listen, offer advice, and help them through challenges whenever I can."

"Sometimes people just need a shoulder to lean on, and I'm there for them."

"It's about the attitude you carry into work and being a good team player. Always think outside the box and support your team wherever possible."

Please join us in celebrating Jairo Lindado, a true Star Performer at Ford of Kendall!

Top Performer Lincoln Of Cutler Bay

18

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

Oscar Granados



Service Advisor

Mayrim Dominguez



Technician

Carlos Labrada





## Star Performers



BDC Representative

Irene Quijada

We're proud to recognize Irene Quijada, BDC Representative and AutoAlert Concierge at Lincoln of Cutler Bay, as this month's Star Performer. Irene's dedication and empathy make her an invaluable part of our team.

When asked what she enjoys most about her role, Irene shared, "Every day I get to talk with different people and learn what they need. Each client comes with a unique situation, and the most important part is understanding their genuine needs so I can truly help them."

Describing a typical day, she explained, "I reach out to both new and existing clients to share specials, updates, or opportunities to upgrade their car, ensuring they get a great deal and leave happy. Many clients are curious about appraisals, and part of my role is helping them see the value of their current vehicle while introducing them to new models."

A particularly meaningful experience for Irene involved a client who had missed an appointment due to hospitalization. "During our conversation, we talked about life, health, the car, and everything in between. He told me my call gave him calmness and comfort. Later, seeing him recover and purchase a car made the experience even more rewarding."

Outside of work, Irene enjoys tennis. "I used to play in leagues and even competed in championships. Now I play more for exercise, but I still love the game and the energy it brings."

When asked for a fun fact that her coworkers might not know, Irene said, "This job is a whole new ball game for me. I've always been in finance and banking, working in office roles with little client contact. It's been a fun change, and my coworkers, though younger than me, offer great support. Many times, they ask me questions or rely on me to translate for Spanish-speaking clients, and I'm happy to help. They are excellent coworkers, and I love being part of the team."

Reflecting on what it means to be a Star Performer, Irene shared, "Being recognized gives me pride and motivation. It shows that I'm doing things right and encourages me to keep bettering myself. This recognition inspires me to continue moving forward, growing, and becoming even better in my role."

On advice for coworkers and new team members, Irene emphasized empathy and teamwork: "The most important thing is treating a person like a person, not just a business deal. Listening and connecting builds trust and lasting relationships."

Pull Quote:

"The most important thing is treating a person like a person, not just a business deal. Listening and connecting builds trust and lasting relationships." — Irene Quijada



September-born individuals are admired for their deep wisdom, calm strength, and graceful presence. Falling under Virgo (August 23–September 22) or Libra (September 23–October 22), they embody a blend of practicality, thoughtfulness, and balance. Their birthstone, sapphire, reflects these qualities perfectly. With its rich blue hue, sapphire symbolizes truth, loyalty, and clarity of mind, while also offering protection and inner peace. Together, these traits and stones capture the insightful, steady, and harmonious spirit of those born in September.

Anaivis Gonzalez de Leon

Felix Blanco

Janny D. Marquez

Oscar A. Granados

Ernesto Ferro

Carolina Machado

Graviel Perez

Huglimar A. Ibanez

Ryan-Jon Dieguez

Hayla Valdes

Adianet Hernandez

Dayro J. Rodriguez

Erika M. Arango

Alfred A. Cruz

Mirtha C. Del Rey

Diana Rivero

Jose Sanjurjo

Anthony A. Rosales

Yedel A. Pereda

Irene Quijada De Olses

Carlos E. Herrera

Christopher A. Fresnillo

Ariel Gutierrez





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!

Frank Granda	6 Years	Steven G. Smith	6 Years
Ryan-Jon Dieguez	5 Years	Mark Thomas	5 Years
Miguel A. Valle	5 Years	Watson J. Daleus	3 Years
Juan C. Andreani	3 Years	Yenisfer Baro	2 Years
Monica C. Coello	2 Years	Felix E. Ortega	2 Years
Oswaldo Perez	2 Years	Jennifer Rodriguez Silva	2 Years
Juan J. Torres	2 Years	Orlando Betancourt	1 Year
Gustavo Carrazana	1 Year	Jorge Cervantes-Leyet	1 Year
Liudmila Columbie	1 Year	Lidisis B. Miranda	1 Year
Dayro J. Rodriguez	1 Year	Edmanuel Sarduy	1 Year
Jose E. Valderrama	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!"

