

Braman Customers Experience Big Thrills at Palm Beach International Raceway

One of the things that makes Braman Motorcars different, and better, than any other car dealership is the adventures it offers its customers. Take for instance the weekend of February 6-7 when Rolls-Royce, Porsche and MINI owners all got to experience the thrills of driving on the Palm Beach International Raceway's 2-mile, 12-turn racetrack.

The Rolls-Royce event on Saturday was, naturally, an elegant affair with a VIP tent full of buffet breakfast, gourmet espresso creations, and displays of how Rolls-Royce craftsmen work their magic with wood and leather. After a driver's meeting to explain the procedures, Braman Rolls-Royce owners and invited guests took a lap around the track with a professional driver at the wheel before taking over the driver's seat and experiencing the surprising performance of the new Rolls-Royce Wraith.

After the track experience, drivers moved on to a street drive through the neighborhoods near the track, with drivers experiencing the full range of Rolls-Royces, including Wraith, Ghost and Phantom Drophead and coupe.

On Sunday, a small group of 20 Braman Porsche owners and guests took over the track, with Porsche making a full complement of their latest models available, including the 911, Cayman, Boxster, Macan and Panamera. Professional drivers from the Porsche Sport Driving School



gave passengers a demonstration of what these cars are capable of in the hands of a professional, and then turned them loose to try it for themselves. Drivers were also able to take their own cars on track and put their newly-gained knowledge to good use.

During a two hour break in the middle of the day, a caravan of MINIs, drivers and guests arrived from Braman MINI and had their chance to experience the go-kart handling for which their cars are justly famed.

It was a fantastic weekend of automotive adventure that got dozens of Braman customers revved up about their cars, and the man who organized the whole event was Braman's own champion racing driver Freddy Rhemrev. Great job, Freddy! It's events like this and people like you that make Braman Motorcars special.

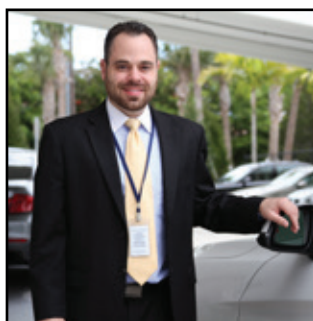


New Service Managers at BMW Jupiter and Porsche

Continuing her climb up the Braman Motorcars ladder, Megan Wall has been promoted to Service Manager at Porsche. Megan was the Service Manager at Braman BMW Jupiter since November of 2014 and did a great job during the challenges of construction and opening an all new dealership facility. She now can put that experience to use as we break ground for the new Porsche facility very soon.



Megan Wall
Porsche Service Manager



Sean Kotolnick
Jupiter Service Manager

Replacing Megan in Jupiter is Sean Kotolnick, who was the Service Manager in Jupiter from its opening in September of 2010 thru March of 2014. After a short hiatus, we welcome Sean back to the Braman Family and look forward to him continuing

the growth and development of the Service department in our new Braman BMW Jupiter facility.

MINI On The Move

Harry Potter would have appreciated Braman MINI's situation, years spent operating from "The Cupboard Under the Stairs," that tiny dark space carved out of a remote corner of the BMW showroom.

But not anymore. As part of the master plan that will see the entire Braman Motorcars physical facility rebuilt from the ground up over a period of several years, MINI now finds itself occupying trendy new digs, complete with a light-filled showroom, individual offices, the MINI Café and a complete parts and service operation, including a MINI boutique room full of accessories.

MINI's new home, for the next 18 months or so, anyway, until construction moves into its next phase, is the completely re-decorated former Braman Audi Building, a space ten times the size of what they're used to. And that extends out into the parking area as well, where MINI now has room to display its entire inventory before the eyes of eager customers.

MINI started out as something of a question mark because nobody was sure if it would be a success, or even what the demographic of our customers would be," says Braman MINI Sales Manager Shawn Price. "Now we know the brand is an icon in the automotive industry with an appeal that spans the spectrum of age, income and lifestyle. Finally having our own dealership is a recognition

of this success and a huge step forward for both Braman MINI and our customers. Not only will we sell more cars, but both the people selling them and the people buying them will be happier in the process."

Along with a brand-new dealership, Braman MINI also has some new models to pique customer's interest. The new-generation MINI Cooper and Cooper S have been in the showroom for a while and selling like hotcakes, but the striking new 6-door Clubman, built on the BMW X1 chassis, has just arrived to provide a stylish alternative for customers who love the go-kart feeling of driving a MINI but need a bit more room for passengers and cargo. And in the next month or so, the new-generation MINI convertibles will start to roll off the car-carriers, and all those MINI sun-worshippers out there will have reason to rejoice.



Lynne Gassant – Human Resources Hero On The Job and At School

However hard you think your job is on any given day, give a thought to the obstacles Lynne Gassant, the Human Resources manager at Braman Motorcars, faced when she and her parents arrived here from Haiti and she found herself in school not understanding a word of what was being said.

"I struggled throughout, but I still had to figure it out and pass my classes," she says. And it's a struggle literally thousands of students here in South Florida face daily.

As a result, Gassant is now the founder of Scholar Career Coaching (ScholarCC), a nonprofit 501 (c)(3) after-school coaching organization created in 2012 to help students in need with their career planning and to help overcome academic, social, and language barriers, particularly for students who speak English as a second language.

ScholarCC helps in a variety of ways, including Tailored Mentoring Programs at Atlantic High School and Boynton Beach High, as well as providing scholarships enabled by donations from sponsors, donors and supporters. ScholarCC also works with established professionals, retirees, and college/graduate students who are committed to



Lynne Gassant
Human Resources Generalist

assisting students with college enrollment, selecting a major, career advice, and developing habits and skills that will be critical for their success.

And it's working. Between 2013-2016, approximately 111 students received targeted educational services through ScholarCC online and after school mentoring programs at Atlantic High and Boynton High school. In a confidential survey 100% of mentored students rated the program Very Good or Excellent. 93% stated they gained personally from the relationship. 71% wanted more time with their mentor and 100% stated that having a mentor helped them perform better in school.

"The decision you make today will determine your outcomes for tomorrow," Gassant said. "I believe students are opening doors to their own success by participating in the after-school mentoring program."

Thanks for your good work, Lynne. We're proud to have someone from Braman Motorcars helping these kids. If this sounds like a worthy program to you, and you'd like to become a mentor, sponsor, or donate, visit www.scholarcc.com.

Braman BMW Sets an All-Time Record: 1st Half Sales Volume Never Achieved Before

In an automotive sales environment growing ever more complex and competitive, Braman BMW West Palm Beach just set a record: more new BMWs sold in the first half of this month than ever before in any month, of any year at Braman Motorcars.

"Fueled by aggressive purchase and lease offers and taking full advantage of remaining 2015 inventory, we were able to energize our sales staff to do what they do best – sell!" stated General Manager Steve Grossman. "I intend to expand this momentum to every franchise in the dealership," he continued.

And sell they did as a new car volume more than doubled from December 2015, the best 1st half month of 2015, and more than tripled compared with February 2015 of last year! How was it done?

"It took a focused team" stated General Sales Manager Bryan Stroes. "We've got a smooth-running team of professionals that worked together to produce results; whether it was the euphoria of a 26-car day or the challenge of an 8-car day, our team of porters, detailers, Operators, sales assistants, Geniuses, BDC-CSR's, Client Advisors and Managers kept up with the pace and the spirit of what we were doing," Stroes continued.



Bryan Stroes
General Sales Manager

"We've been selling cars long enough to have a well-informed 'wish list' of all the things that I know help sell cars," says Stroes. "Steve Grossman built the plan and empowered us to exercise the muscle of this great dealership to set that wish list in motion for every element to succeed. And it worked well. What we've created here is the catalyst for our 2016 playbook... and the future looks bright indeed at Braman BMW," Stroes concluded.

Alan Kurtz Wins Rolls-Royce "Aftersales Manager of the Year" Award

In 2015, Braman Rolls-Royce Motorcars Palm Beach scored a huge accomplishment in winning five 'Dealer of the Year' award categories including, for the first time ever in the history of Rolls-Royce, both National and Global Dealer of the Year.

This year, the company adds to its list of prestigious awards in a new category, 'Aftersales Manager of the Year', won by Rolls-Royce Motorcars Palm Beach Service Manager Alan Kurtz.

"Winning the award is a great achievement and duly recognizes the significant contribution the individual, and the dealer they work for, made to the success of Rolls-Royce Motor Cars," says Rolls-Royce Chief Executive, Torsten Mueller-Oetvoes.

Aftersales Manager of the Year is a new award and recognizes superior performance in many areas, including growth and customer satisfaction.



"I'm very honored to win this award and the trophy is going to look great on my desk, says Kurtz. "But the truth is that, while one person gets the award, no one person could ever do the work required to win it. This is a testament to the quality and work of the team here at Rolls-Royce Motorcars Palm Beach. I'm proud of the award, but I'm equally proud to be part of this team."

Braman Motorcars “Employees of Year” Videos Now On Website

Our ‘Employees of the Year’ were announced at the gala ‘Look to the Future’ party held in January at the Palm Beach Convention Center, but now a video of each winner is up on the Braman website at <http://www.bramanmotorcars.com/dealership/joinourteam.htm> and we encourage you to take a look to broadcast our corporate culture to job seekers around the county.

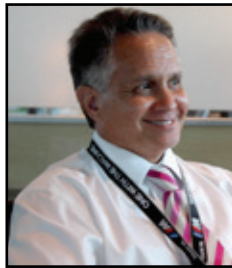
You may know these people, you may even work with them on a daily basis, but you’ll still gain some insight from these videos into what makes them such outstanding employees.

Henry Green, who service drive greeter who won the Company-Wide award, is noted for his customer service and performing his job with meticulous attention to detail. He is the embodiment of the Braman way of doing things with his positive spirit and can-do attitude.

Freddy Rhemrev, Braman’s own champion racing driver who won the Sales award is not only a 20-year company veteran who is now the ‘go to’ guy for performance driving customers, but also organizes the hugely popular Braman ‘Performance Driving’ program at Palm Beach International Raceway.

Franco Loretto, another 20-year Braman veteran won the award for Support as an integral member of the accounting team. Noted for his precise handling of the company’s payroll, he is also a consummate gentleman who cares for each and every Braman team member.

Parts award-winner Nick Syverin joined the Braman team in 2010 as a Service valet, but his talents were recognized and he quickly moved up the



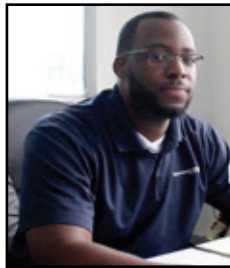
Freddy Rhemrev



Henry Green



Franco Loreti



Nick Syverin

ladder to Rolls/Bentley quality control and then to Parts – all in the space of a single year.

Service award-winner Sergio Escudero was recognized for his knowledge and diagnostic skills, and his work with BMW’s technical teams on complex issues, as well as his training skills; Sergio is credited with the success of the first female BMW tech at Braman BMW.



Sergio Escudero

Braman Team Makes A Mighty Effort For MINI

Just so you know, when the decision was made to move MINI into the former Braman Audi dealership, it wasn’t like all they had to do was paint the name on the door. The building was an empty shell, and it was a team effort with the Facilities staff and volunteers from BMW and Mini that turned it into a working business with a heroic two-day effort.

The tireless trio of Paul Hays, Tim Johnson and Jeimy Tejera started at 8am Tuesday morning and by 6 pm Wednesday evening, Braman MINI had a new home. They took all the displays apart, put them on forklifts, moved them over to the new building and then put them all back together. They moved every desk, every chair, every... well, almost everything.

“I’m very proud of them,” says Fereza. “It was a big job that had to be done quickly, safely and efficiently and they came through.” “It was truly a Braman team effort – by Wednesday afternoon, everyone was there helping out – all the IT staff, BMW parts, all sales, service & F&I employees from Mini, café staff – even Mr. Grossman, acting as our hands-on coach, gave us the goal, cheered us on and worked side by side with us moving furniture to get the dealership ready for opening on Thursday morning. Dozens of staff members worked together to ensure we reached the goal line. It was a great experience.”



Jeimy Tejera, Tim Johnson, MJ Fereza, and Paul Hays at the new MINI store.



Brandon Harwood Promoted to Accessories Area Sales Manager for BMW North America

Brandon Harwood, who has climbed the ranks here at Braman Motorcars for the past four years, is now moving on to the position of “Accessories Area Sales Manager” for the Florida region of BMW North America.

As such, he’ll be working in a variety of capacities to assist area BMW dealerships with accessory and performance initiatives (ie: helping selling accessories and M performance parts to customers). But, he hastens to add, it’s not purely an advisory job, “I’ll be doing marketing, events, track days, social media, whatever it takes to get customers educated and jazzed up about the BMW lifestyle and performance accessories.”

A Florida import originally from Tennessee, he came to the attention of Danny Bayard’s ‘Tripod Squad’ in 2012. He was attending Northwood University, working toward a BA in automotive marketing and business management and was also the chairman of the annual “Auto Show of Palm Beach,” an event that at the time had more than 200 cars from various dealerships on display, and more than 15,000 people attending.

“Danny recruited me and I worked on the Tripod team for a year and a half, then moved to be an internal service adviser for BMW, then to working on accessories for BMW, then to being a BMW Genius and finally on to working for Braman Audi,” he says. “That’s what BMW liked about my resume, that I had worked in a variety of positions in a dealership – parts, sales, service and marketing -- and for several brands. Then the BMW area rep I had built a relationship with got promoted to BMW national and recommended me for this job.”



A promotion, yes, but we’ll still be seeing Brandon around. Florida is his territory, and Braman BMW will be his ‘home dealership’ and he’ll be making sure BMW U.S. headquarters in New Jersey hears good things about what we’re doing.

And there are some excellent things on the immediate horizon, including the re-establishment of a BMW M-Performance showroom. Been wondering what was going to happen to the space that MINI left empty when they moved over to the old Audi building? Now you know. The whole area will be full of hot-rod BMW M cars, accessories and every kind of lifestyle gear you can imagine, from hats and t-shirts to driving gloves and bicycles.

“My dream since moving to Florida has always been to work for BMW North America. I’m looking forward to see what the future holds and I really owe this opportunity to my Braman family. Thank you.”

Way to go, Brandon. We’ll be cheering you on, and looking forward to fast -- and prosperous -- times.

Braman Motorcars Dines At The Raindancer Steakhouse

The Raindancer Steak House (right around the corner on Palm Beach Lakes) has been a Palm Beach culinary landmark since 1975 and, in recent years, has become a major asset to Braman Motorcars, not only providing a great place to eat within walking distance but also allowing us to utilize their back lot for employee parking.

But don’t think of it as some fancy place only VIPs get to go, it’s not; Raindancer is a relaxed, friendly and affordable place where everyone on the Braman team is welcome. The décor is pure ‘Palm Beach steakhouse’ with red leather, soft lighting, fabulous food and one of the best ‘happy-hours’ (4-7 pm) around, with \$5 cocktails and wine and bar-bites.

“It’s the first place I think of when I start getting hungry,” says Buzz Braman. “They have great food and terrific service at reasonable prices and a great lunch menu that people should take advantage of.”

Over the past three years, the new owner, Spiro, and manager, Nicky, have transformed Raindancer into an award-winning restaurant (Zagat-rated ‘Excellent’) with dry-aged steaks, burgers made from prime cut steaks that is filet mignon and ribeye and gourmet lunches from \$9.95. There’s also a kid’s menu, a patio for outdoor dining, private dining rooms for groups, family functions and parties

and an extensive wine list.

“We are very appreciative of our relationship with Braman Motorcars and invite everyone to come, eat, drink and have a good time,” says Spiro. “We serve only grain-fed Midwestern beef and the freshest fish and our burgers are rated among the ten best in American. Raindancer isn’t just a bar and restaurant, it’s more like a club where professionals come for lunch, or after work, and everyone is a friend.”

Raindancer is located at 2300 Palm Beach Lakes. Drop in for happy hour or call (561) 684-2810 for lunch or dinner reservations (particularly those of you who park there). And be sure to go to www.raindancersteakhouse.com for a look at their mouth-watering menu.



March Birthdays		
John Hamlin 2nd	John Medina 11th	Charles Simmons..... 21st
Jo Moses..... 2nd	Azany Nieves 12th	Megan Wall 22nd
Fernando Osorio 3rd	Nakorn Mongkolsri..... 14th	Michael Elayyan 22nd
Ralph Fonti 4th	Ryan Struble..... 15th	Rafael Santome 23rd
Douglas Lawson..... 5th	Christopher Tucker 16th	Anthony Alichwer 25th
Michael Roy 5th	Ana Scotten..... 16th	Nelson Dominguez 26th
Stephen Hollins..... 6th	Lynne Jorgensen 16th	Ryan Ghianda 28th
Ronelle Amenold 7th	William Hootstein..... 17th	Bryan Stroos..... 29th
Richard Langley 7th	Christopher Legg 17th	Jay Rossow..... 30th
Jeffrey Jacknin..... 7th	Michael Summers..... 18th	
George Oerter 8th	Horace Ladler..... 20th	
James Miller 11th	Michele Newell 20th	
Lloyd Massengill 11th	Manuel Rodriguez 21st	

Anniversaries		
Carl Richter 31 yrs	Tatianna Gonzales 3 yrs	
Don Rollfing..... 29 yrs	Alvaro Roncal..... 2 yrs	
Freddy Rhemrev..... 20 yrs	Janine Bonomo 2 yrs	
Pat Foley 19 yrs	Domonick McDonald ... 2 yrs	
Alain More..... 19 yrs	Edward Mellul 2 yrs	
James Bristow 17 yrs	Chris Cardona 1 yr	
Mark Witt..... 14 yrs	Moises Soler..... 1 yr	
Horace Laidler..... 13 yrs	Shayne Brown 1 yr	
Joy Rivas..... 11 yrs	Frank Ferraro Jr..... 1 yr	
Juan Teves..... 6 yrs	Matthias Wicks 1 yr	
Jorge Mundo..... 4 yrs	Wisly Ylva 1 yr	
Karen Bond 4 yrs	Shelby Farrell 1 yr	
Alian Ruiz..... 4 yrs	Patrick Moore..... 1 yr	
Marc Klein 3 yrs	Devin Jackson..... 1 yr	
Manuel Guerrero..... 3 yrs		
Maria Palomino 3 yrs		

New Hires

- Wideline Gassant
- John Hamlin
- Jacob Green
- Edward Clauss
- Peggy Skiffington
- Natalie Flores
- Samantha Brodnick
- Azany Nieves
- Savannah Mohr
- Elijah Gonzalez
- Christopher Woodruff
- Matthew Ramnath
- Leira Gonzalez
- Randall Lavallee
- Josy Parra
- Alanzo Malvarez
- Corey Peters
- Thomas Rice
- Laura Hansen
- Joel Lopez
- Tommy Alramli

Braman Greeting Supervisor Fights Cancer With ‘Spinning’

Olivia Espinoza, the Greeting Supervisor for Braman Motorcars also happens to be a devotee of ‘spinning’, a form of aerobic exercise utilizing stationary bicycles. Recently, she had the opportunity to combine her gym routine with a local event that’s part of a nationwide cancer-fighting program called ‘Cycle for Survival.’

The four-hour event with more than 65 participants took place in the upscale Equinox gym in Miami and Olivia and her three teammates raised a total of almost \$7,000 (many of Olivia’s co-workers at Braman Motorcars contributed) and each rode for one hour in the event. In addition to a room full of people spinning, the event included energizing



Sadie Howes, Cecilia Hunt, Olivia Espinoza (top), and Cynthia Powell (bottom).

music, prominent speakers and cancer survivors.

“It was an amazing event and all donations went to fighting rare cancers that you don’t usually hear much about,” says Espinoza. “It was inspiring to see kids who survived cancer up on stage and hear them tell their stories. I’m very proud that my team and I were able to do something to help, although I was a bit humbled by the fact that while each of us rode for an hour, there were some people there who did the full four hours.”

Something to strive for, perhaps, but at least you were out there doing your best. Way to go, Olivia.