

New Porsche 911 Debuts Amid Smoke, Fire and Drums

The introduction of a new Porsche is always a great reason for a party, and nobody puts on an event like Braman! In this case, it took place on Friday, April 8th at the Trump International Golf Club -- and the star of the evening was the all-new 911.



When the time came, the ten foot-high front wall of a gigantic box fell forward revealing a new 911 wreathed in swirling smoke and flashing lights. The excited crowd then pressed forward to get a closer look, take turns sitting in the driver's seat and posing for photos.

On an absolutely perfect South Florida April evening, nearly two hundred invited guests, including Club Braman members who also own Porsches, socialized, sipped cold champagne and fine wine, nibbled on delicious hors d'oeuvres and listened to exotic recorded and live music, including a fabulous duo of guitar and trombone (with lasers on the bell, no less!).

As the magical moment approached, Polynesian drummers and fire dancers took the stage for a performance that had the crowd jostling for a better view and taking videos with their cell phones.



Porsche introduced the 911 Turbo in 1975 and there has been a Turbo in the lineup ever since, but they've always been the rare, special model for the hard-core enthusiast. The big news for the 2016 is twin-turbocharged engines for all 911s; the Carrera version produces 370 horsepower and zero to sixty in four seconds. The Carrera S is tuned to produce 420 horsepower, zero to sixty in 3.7 seconds and a top speed of 191 mph.

Porsche owners in the crowd were impressed with the look of the new car, the high-tech luxury of the cockpit and the powerful roar of the exhaust. For those who just can't wait, new 911s are in stock and ready for test drives.

"Porsche is all about evolution rather than revolution and the new 911 is an impressive step forward," says Raj Alexander, Director of Sales of Braman Porsche. "It's more sophisticated, more powerful, faster and even more fuel-efficient. This is the car 911 owners have been waiting for and reactions at the event were spectacular. I think our Porsche Brand Ambassadors are going to be busy keeping up with demand."



Braman MINI Debuts New Convertible and Program to Provide 20,000 Meals For The Hungry

Braman MINI, newly settled in its new, state-of-the-art dealership, held an event on the evening of April 7 to celebrate two big announcements; the debut of the new, third-generation MINI Convertible and the new Braman MINI / Feeding South Florida program with the goal of providing more than 20,000 meals for the hungry... a goal that had been surpassed by the end of the day on April 25 with a total topping 22,660.



a new MINI, but also made a donation to Feeding South Florida that will feed 220 people," he said. "And given how popular MINIs are, we weren't surprised to exceed our goal of 20,000 meals."

It was a VIP gathering for the full spectrum of Braman MINI customers, with valet parking, red velvet ropes at the entrance, a DJ playing music and roaming waiters with trays of wine, champagne and hors d'oeuvres. Everyone enjoyed themselves, making new friends and getting their pictures taken with Braman Brand Ambassador and reigning Ms. United States Celine Pelofi. As one veteran MINI owner said, "This is the only car that comes with its own social schedule."

Braman Motorcars General Manager Steve Grossman made the first big announcement of the evening -- that Braman MINI, would work in partnership with the Feeding South Florida food bank to address the problem of hungry families in Palm Beach County. With the Braman MINI program already in motion, MINI USA came on board April 15 with a national rollout of the program in association with Feeding America, one of the nation's top food banks.

"For each and every customer who came in and signed up to test drive a MINI -- any MINI -- between April 7 and April 25, Braman MINI not only offered a \$1,000 discount on the purchase of

Rochelle Nolan, Director of Development for Feeding South Florida also spoke, saying "We are so grateful to Braman MINI and MINI USA for getting involved and helping us take care of people and families who don't know where their next meal is coming from. One of MINI's hallmarks is efficiency, and 98.7% of every dollar donated to Feeding South Florida goes directly to feeding people, so it was a perfect match."

The second big announcement of the evening took place when the fitted car cover was removed from the all-new MINI Convertible, revealing a stunning aquamarine drop-top. As MINI Client Advisor Gary Rockoff noted, "MINI keeps topping itself with new cars that are more powerful, more comfortable and more sophisticated, yet still drive like a MINI. The MINI Clubman just hit the showroom a few weeks ago and now this new Convertible adds yet another dimension to the MINI brand. Our customers are loving it."



Braman BMW Jupiter Appreciates Customers With Party at New Dealership

The Braman BMW Jupiter team has lived through a seismic upheaval over the past year, with their old dealership (a small and cramped former Mazda/Dodge store) torn down around them and completely re-built into a state-of-the-art facility. Everything is finally up and purring along smoothly, so an enjoyable 'Customer Appreciation Party,' celebrating both the new facility and new General Manager Tony Giordano, took place on Thursday, April 21st from 6-8 pm.

Among the many things Braman BMW does well is throw a party! So, naturally, with an event like this, there was food and wine, along with an astounding performance by mentalist Mike



Mooney and wonderful sounds from the musical duo LucaBella. Also on hand to greet guests and pose for photos was Braman Motorcars Brand Ambassador and reigning Ms. United States, Celine Pelofi.

In addition, all the newest BMWs were on display-- including the incredible new i3 electric city car and high-tech, high-performance i8 hybrid -- as well as a small army of BMW Geniuses to help answer every technical question anyone could possibly think of.

New Braman BMW Jupiter General Manager Tony Giordano is a thirty-year veteran of the car business, twenty of them with Braman. His experience also includes a stint as General Sales Manager of Braman BMW West Palm Beach, and President of all the AutoNation Mercedes-Benz stores in Florida.

"Steve Grossman and I have been talking for a while and he told me about this new boutique Braman BMW dealership up here in Jupiter and his plans for it," says Tony. "My job here is to 'wow' the customers with great service, take care of the employees and put Braman BMW Jupiter on the map -- and this party was a great way to get the ball rolling," he concluded.



Braman Service Managers on the Move

Two recent high-level moves in the Braman Motorcars service department are a clear indication that, these days, if you want to work for Braman, you'd better be ready to hit the ground running, and know which direction you're headed.

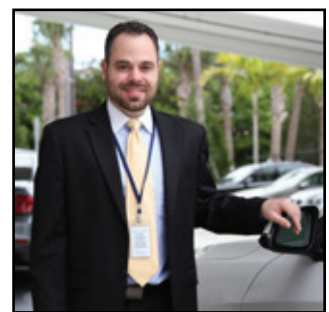
Megan Wall knows how it works, as her trajectory at Braman clearly demonstrates. A sixteen-year veteran of the business, she started with the company as a Service Advisor in 2007, a job she held for six years. She was then tapped to become the Service Manager at Braman BMW Jupiter and help that department through the daunting task of keeping things running while the dealership was literally torn down around them, then getting an entirely new facility up and running smoothly.

That accomplished, she has now taken over as Service Manager at Braman Porsche, one of the most high-pressure positions in the company. "The Porsche brand has exploded, so the challenge facing me here now is to get this department up to speed and make the customers happy," she says. "We're apparently moving the needle in the right direction since last quarter's CSI, before I got here was 86; this quarter we're up to 96."

Wall also mentioned that she's short of technicians, so if any of you know a Braman-caliber Porsche tech looking for a job, give her a call.



Megan Wall
Porsche Service Manager



Sean Kotolnick
Jupiter Service Manager

Replacing Wall as Service Manager at Braman BMW Jupiter is Sean Kotolnick, also a Braman Motorcars veteran. After studying at Palm Beach State College, Sean joined the company in 2006 and worked for five years as a Service Advisor. He did a stint for a dealer in Fort Pierce before returning to work at both Braman BMW and Braman Porsche before being promoted to his current position.

"I've moved around a bit in the Braman organization, so I've been thoroughly trained by some of the best people in the business and I'm ready for the challenges here at Braman BMW Jupiter," he says. "Megan left a group of good people and good processes behind, but there are always ways to improve. We're pushing forward to provide the best customer service in the industry by fixing cars right the first time, every time."

On The Move At Braman BMW West Palm Beach

As Braman Motorcars continues to build its 'dream team,' there has been some movement at the top management levels of Braman BMW West Palm Beach. The new General Sales Manager is Miguel Perez, who moved up from Pre-Owned Director in April. This shuffle also saw Peter Althoff move up to take over as Pre-Owned Director from Perez, and new to Braman, Michael Morgenstein who moved into Used Car General Sales Manager.

Perez, educated at the Universidad Butónoma de Santo Domingo, started in the car business 15 years ago in Naples, working for various Toyota, Lexus, Infiniti, Honda and Mercedes dealerships before moving up to the 'A' team at Braman BMW in November of 2015 -- and then making the jump to GSM in April of 2016.



Miguel Perez
General Sales Manager



Peter Althoff
Pre-Owned Director

"Throughout my career, my

Braman MINI's New General Sales Manager Has a BIG Job (And Lofty Ambitions)



Ryan Struble
Sales Manager

In addition to a spanking-new dealership, Braman MINI also has a new manager to accelerate it into a brighter future: Ryan Struble. If the name and the face look vaguely familiar, they should, though you might have just caught a glimpse during his rocket-like rise up the Braman ladder.

Struble, a hard-core car guy "...since day one" (and tech geek enough to have built multiple in-car stereo systems and customized plenty of cars), started in the car business over ten years ago as a pre-owned sales consultant. His career includes also being a Service Advisor for over 7 years with experience with Chrysler, Jeep, Dodge, Acura, and Mercedes-Benz. In mid 2013 he was promoted to F&I manager for Mercedes-Benz.

He joined the Braman Motorcars team in the F&I department in June of 2015 and was promoted to General Sales Manager of the new Braman MINI dealership in March of 2016.

"Ten and a half years from my first day in the business to managing a sales force," he muses. "I thought it would take longer, so I must have done

something right. Funny, I originally started out in culinary school with the intent of becoming a chef, but I'm in the frying pan now. Still, there are similarities. You have to take a bunch of ingredients, bring out the maximum flavor in each, and blend them all into a great meal."

Struble feels that finally being separated from BMW and getting into a top-notch facility of their own is just what Braman MINI needed. Talking to people at the dealership, from salesmen to techs out in the service bays, he sees people moving faster and with more purpose, starting to take the initiative and make their own decisions. Good thing, since the target is to double the sales volume in short order.

"It's going to be a challenge, but we have the right people with the right mentalities on the team at this point," says Struble. "If we continue to get the tools we need in terms of advertising, marketing and promotional support, then the sky is the limit."

Club Braman Blooms In The Spring

With Spring officially here – and a few Summer-like days already sneaking in – Club Braman is blossoming with a combination of indoor and outdoor events. Leading the list, as always was the Club Braman VIP tent at the polo matches every Sunday from February through the April. These elegant and entertaining events are an oasis of luxury, complete with gourmet food, chilled champagne and a great reason to dress up and socialize with your friends.

Club Braman regularly has events at the Palm Beach Zoo, where Braman Motorcars sponsors the new tiger habitat. Recent events included the "We Care Kids Fair," hosted by Parenting Plus Magazine and the Food Truck Safari, which also featured live music and the opportunity to sample

the wares of the best local micro-breweries.

'Art After Dark' events at Norton Museum are also a favorite of Club Braman members, and the most recent was called "Degas, van Gogh, Music and Love", which included a talk by Glenn Tomlinson, the William Randolph Hearst Curator of Education, an instrumental duo of accordion and mandolin strolling around the museum and a film festival featuring animated shorts on the topic of love.

Members also enjoyed an 'Evening of Art, Wine and Hours d'oeuvres at the trendiest new venue in West Palm Beach, EmKo, located in a restored antique car dealership that now houses two art galleries, restaurant, coffee shop, juice bar and bakery.

The list also included Braman cars on display at two fantastic events for car enthusiasts, including 'Wheels Across the Pond', the premier open-air annual British classic car and motorcycle show that took place on a warm, sunny day in Carlin Park in Jupiter. The other was the Bentley tent at the huge Barrett-Jackson Classic Car Auction at the South Florida Fairgrounds -- where they actually sold two Bentleys to customers who just dropped by.



May Birthdays

- | | | |
|--------------------------------|------------------------------|---------------------------|
| Devin Jackson..... 1st | Joseph Porco 15th | Jorge Mundo..... 22nd |
| Jose Nativi 2nd | Miguel Valiente 15th | Ramon Boreck 24th |
| Bruce Kitchens 5th | David Sidlower 16th | James Gilamo 25th |
| Scott Rapplean 7th | Freddy Soto..... 16th | James Birdsong..... 29th |
| Raymond Hellawell Jr. 8th | Mark Witt..... 18th | Hugo Pinzon..... 29th |
| Domonick McDonald 8th | Tatianna Gonzales..... 20th | Catalina Marin 30th |
| Jacques Jean-Louis 8th | Karla Molina 21st | |
| Patrick Foley 11th | Kelvin Cruz..... 21st | |
| Winson Paul 11th | Kemol Blackman 22nd | |
| Alan Kurtz..... 11th | Natalie Flores..... 22nd | |
| Keith Witkowski 15th | Jonathan Plewniak 22nd | |

Anniversaries

- | | |
|--------------------------------|--------------------------------|
| Keith Witkowski 23 yrs | Robert Sadler 3 yrs |
| Rod Ortega 22 yrs | Santiago Mejia 2 yrs |
| Joseph Porco 17 yrs | Ronide Anesca..... 2 yrs |
| Jason Langston 17 yrs | Tiffany Washington 2 yrs |
| Rudy Ludicani III 16 yrs | Juan Herrera 1 yr |
| Kerry Crowder..... 16 yrs | Kemol Blackman 1 yr |
| Dave Rinehart III..... 11 yrs | Joseph Caruso 1 yr |
| Joseph Spadafora..... 11 yrs | Bacheline Joseph 1 yr |
| Rohan Davis 10 yrs | Ferruccio Giubilei..... 1 yr |
| Fredy Soto 10 yrs | Matthew McLeish..... 1 yr |
| MJ Fereza 9 yrs | Dora Ramirez 1 yr |
| Jose Victoria..... 7 yrs | |
| David Rossi..... 6 yrs | |
| Timothy Lindahl..... 4 yrs | |
| Justin Bellville 4 yrs | |
| Christian Bailey..... 4 yrs | |

New Hires

- Paul Newman
- Catalina Marin
- Max Yenhert
- Brenda Dejesus
- Jeannette Higuera
- Rachel Jones
- Carlos Velzares
- Scott Rapplean
- Indiana Vanegas
- Ramon Boreck
- Michael Morganstein
- Carlos Mendoza
- David Macklin
- Richard Cucchiello
- Jerry Libes
- Ramata Doray
- Jamie Seow
- Joseph Bernier
- Anthony Giordano
- Claudette Sanders

Braman Motorcars Wholesale Parts is a 5-Star Operation

There are a lot of moving parts in a dealer group as big as Braman Motorcars, and not all of them are high-profile. One of the groups you don't hear much about, but who are doing a spectacular job, is the Wholesale Parts Department, which just won another 5-star rating from PartsTrader, a rating organization started by State Farm Insurance.

We're talking about three guys in a room upstairs (assisted by a dispatcher and six drivers) fielding fifty to a hundred phone calls per day and receiving or sending hundreds of e-mails. This all has to do with local collision shops sending out requests for parts to repair crashed cars that come into their shops. If you get back to them fast, with accurate information, chances are you get the order. And the Braman Wholesale Parts department is getting a lot of orders.

"I took over this department last May and we've made some positive changes that are really producing results and I want the team to get the recognition they deserve," says Braman BMW / MINI Parts Manager Joe Caruso. "It's a really



Miguel Valiente, Oscar Londono, Mike Franze, Joe Caruso

competitive business so we started an 'express' program in October focusing on local area repair shops and that's really helping us grow the wholesale side of our parts business. And PartsTrader is an estimating tool that the shops use and allows them to rank their suppliers, like Braman. The higher your rank, the more orders you get, and we're consistently at the 5-star level nationally."

Owners Take Bentleys To The Limit at Palm Beach International Raceway



Back in the day, even though the company has a long history of competition, it would have been a shocking sight to see Bentley owners flinging their cars around corners at top speed on a racetrack – but not anymore.

Bentleys today are a unique combination of sumptuous luxury and world-class performance, and a group of Club Braman members who are also Bentley owners got to experience the go-fast side of their cars during a special event at Palm Beach International Raceway on Wednesday, March 30.

Bentley USA provided a small fleet of brand-new Bentleys, including the world's fastest and most powerful SUV, the new Bentayga, along with several professional drivers. Club Braman mem-

bers gathered at the track early in the morning for a breakfast buffet and driver meeting in the air-conditioned trackside VIP tent before heading out to take the passenger seat and see what the new Bentleys are capable of.

Once they got a feel for the rules of the road, they switched places and took the controls of the full spectrum of new Bentleys, including the Continental GT, Flying Spur, Mulsanne and Bentayga. Drivers experienced high-speed cornering, full-throttle acceleration and maximum braking, all in the course of a single lap.

Even with on-and-off sprinkles during the day, drivers emerged from the cars with huge smiles and tales to tell during the gourmet lunch served between on-track sessions.

"Bentley produces a wide range of models, all of them luxurious and all of them driver's cars," says Ralph Avila, General Sales Manager of Braman Bentley Palm Beach. "I think the big surprise of the event was the all-new Bentayga SUV, which takes the Bentley blend of luxury and performance and combines it with cargo space and off-road capability. Given how many people expressed an interest, I think we're going to be seeing a lot of two-Bentley families in Palm Beach."



Groundbreaking for New Braman Porsche is the Beginning of Transforming Braman Motorcars

Something big started two weeks ago. If you don't work down toward that end of the property, you might not have noticed a fence going up around that vacant property that used to house the iHop and strip mall... or heard some strange noises as they vibro-compacted the soil. But that's where the transformation of Braman Motorcars into an all-new, state-of-the-art dealership began.



"The new dealership is the final piece of the puzzle and once that's in place, Braman Porsche will truly be world-class."

Then, in July or August of 2017, the old Braman Porsche building (as well as the old Braman Audi building

now being used by MINI) will come down and construction will begin on the new facility that will house Palm Beach Rolls-Royce and Palm Beach Bentley (along with 30 service bays and the other 2/3rds of the parking structure), with Braman Luxury Pre-Owned in between.

In the meantime, the former RR/Bentley space will be remodeled into the new permanent Braman MINI Dealership.

Marc Ferrara, the owner's rep who just finished overseeing the demolition and reconstruction of Braman BMW Jupiter says, "It's an enormous, exciting project that will be done in October of 2018 and the end result is going to be spectacular."

Here's the big picture; it's going to take up to 3 years to build, beginning with the new Braman Porsche dealership, including 16 service bays and a six-story parking structure designed to hold 650 cars (which is only 1/3 of the total parking that will be built ultimately). This first new dealership will take approximately 14 months. By July of 2017 the Braman Porsche team should be ready to move fifty feet next door, into their new home.

"We already have a great team, great customers and enough space to put all our inventory on display for the customers," says Braman Porsche General Sales Manager Raj Alexander.