



### TOP PERFORMERS Month of March

## Geniuses Get An Education In Speed



You can learn things about a car when driving it fast on a racetrack that you'll never learn any other way, as Braman BMW 'Geniuses' Moises Soler and Rimsky Jean Baptiste found out during their recent trip to the BMW Performance Center in Greenville, South Carolina.



BMW Geniuses Frank Catania (New Jersey Dealership), Moises Soler, and Rimsky Jean Baptiste.

The trio recently spent an entire week expanding their knowledge of both the quality and capability of BMW vehicles. During classroom sessions, they learned about how BMWs are designed and built, including how much research, development and quality control that goes into making BMW such an exceptional brand. The lesson also included all the features of the cars, the benefits of those features and how to communicate those benefits to customers.



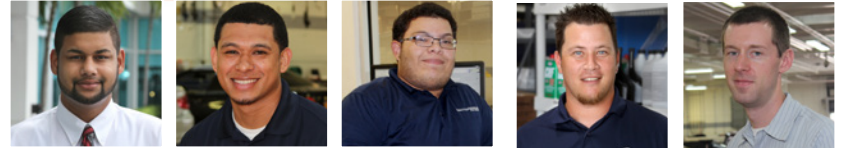
The highlight of the week came when the group headed for the test track

where they experienced the performance of the BMW M3, M4, M6, X6 M, M235, M435 and 650 Coupe. Exercises included a slalom course where they experienced handling, acceleration and braking, as well as time on the road course where they were encouraged to go out and 'floor it.' And, while all were impressive, both were astonished by the amazing performance of the new X6 M, the most powerful SUV on the market.

"We learned how to learn the limits of the car, how to handle spins and slides and how to avoid accidents," says Soler. "We were already BMW fans, but this experience really made us appreciate what an exceptional vehicle every BMW is. They may cost more than ordinary cars, but they're worth it."



Michael Scharmer, Jack Stang, Willie Orth, Marc Jaffe, Nicole Stem



Abu Haq, Manny Rodriguez, George Valiente, Ryan Ghianda, Chris Legg



Chance Barnett, Michael Martin, Zachary Wieclaw, Benjamin Duron, Rohan Davis



Tony Armstrong, Gregg Tripp, Chris Rosa, Daine Allen

## Porsche Hosts BBQ For Veterans this Past Memorial Day

In a unique and heartfelt event, Braman Porsche and SERKET Racing joined forces on Memorial Day to celebrate our U.S. military heroes with a free BBQ, race car display and meet-and-greet with representatives from local veterans organizations, including the Navy SEAL Museum, Wounded Warriors of South Florida and Stand Down House.



Special guests included Desert Storm veteran / race driver Mark Llano, whose Porsche Cup racing car (with a unique camouflage / rescue orange color scheme) was displayed in the Braman Porsche Showroom, as well as retired Army Lieutenant General Robert D. Chelberg, a board member of Wounded Warriors of South Florida and Roy Foster,

agent of Braman Porsche. "In addition to food and fun, this event was also a way to help raise the profile of these local veteran organizations and educate our guests, both Braman Porsche team members and customers, about opportunities to engage with programs and projects that help address the pressing needs of our returning heroes."

To all the veterans who attended, and to all the members of the U.S. military, veterans and those still in active duty around the world - thank you for your service.



Vietnam veteran and co-founder of Stand Down House.

"We welcome this opportunity to salute our military veterans on Memorial Day," says Dan Diamond, General Sales Manager of Braman Porsche. "In addition to food and fun, this event was also a way to help raise the profile of these local veteran organizations and educate our guests, both Braman Porsche team members and customers, about opportunities to engage with programs and projects that help address the pressing needs of our returning heroes."

## Club Braman At The Palm Beach Zoo 'Food Truck Safari'



Club Braman members continue to show their enthusiasm for events at the Palm Beach Zoo as more than a hundred attended the most recent 'Food Truck Safari' on Saturday, May 23. On a beautiful West Palm Beach Memorial Day weekend, guests enjoyed live music, zookeeper talks and up-close animal encounters along with a delicious assortment of food from a variety of the area's top food trucks.



cars employees and their families are also welcome at the event, so if you'd like to sign up, please e-mail event coordinator Devin Jackson at devin.jackson@bramanmc.com.

Club members dined on hamburgers from the Beach Buffalo, gourmet hot dogs from PS561, gyros from Think Greek, Mexican treats from Tacos Veracruz and finally cooled off with creamy delights from Ice Cream Express. After eating their fill, guests took time to wander leisurely around the zoo where, of course, the Braman Motorcars-sponsored tiger habitat was a favorite.

Next up is a Club Braman Roar 'n Pour night on Saturday, July 13. Braman Motor-

## Passing the Torch at Porsche Parts



When someone has been in a job as long - and doing it so well -- as Braman Porsche Parts Manager Bucky Melvin, a change like the one that just took place pretty much qualifies as 'passing the torch.' Melvin, a 12-year veteran, has accepted a corporate position with Porsche North America as the 'Classic Product Manager,' which means he's in charge of parts nationally for all the older Porsches that are still on the road.



Replacing him as Braman Porsche Parts Manager will be someone who is very familiar with the task, Braman Porsche Parts Specialist Jason Avery.

"We're sorry to be losing such a tremendous asset as Bucky, but we're excited about the new challenges ahead for him," says Pat Foley, Braman Motorcars Director of Parts. "Jason has been working with Bucky for many years, mainly on the e-commerce side of things, and he's a real Porsche guy, so we know the job is in good hands."

This is actually Avery's second career; he took

an early retirement from FedEx where he was in customer service and looking for a different career path when a friend who worked at Braman let him know about an opportunity. Avery has worked for Braman twice, for a total of about ten years starting back when Porsche and Audi were in the same building in 2001.

"I grew up in a sports car family so when I moved to Florida looking for a new career, Braman Porsche was the perfect place for me," says Avery, who was born and raised in Tennessee. "This is a great place to work because of the people, both fellow team members and customers, and because I get to spend all day working with such awesome cars. The next couple of years will be a challenge as we demolish the current Braman Porsche dealership and build a brand-new state-of-the-art facility, but Bucky and Pat Foley have trained me well and I'm ready to help ELEVATE! Braman Porsche to the next level."

## New Models In the Pipeline at Rolls-Royce and Bentley



It's a good thing the Braman Motorcars expansion plan includes new, roomier facilities for both Rolls-Royce and Bentley, because both have new models in the pipeline that will expand the brand - and increase sales.



for the first time.

The new model, whatever name they finally decide on, is likely to be based on the all-aluminum body/chassis architecture used in the Phantom. As for the engine, the new 4x4 is likely to receive a modified version of the Phantom's 6.8-liter V-12, with a hybrid also a possibility.

Both are getting into the SUV end of the business, Bentley first with the Bentayga (pronounced "ben-TAY-gah"); early development models have been spotted testing in the desert and you can find a video of one at the Nurburgring racetrack in Germany on YouTube. When the Bentayga goes on sale early next year, Bentley is determined that it will be the fastest SUV in the world, with a target top speed of 200 mph. Engines will include both 8- and 12-cylinder versions, as well as a plug-in hybrid. A beefed-up version of Bentley's all-wheel drive system will also give the Bentayga off-road capability.

Bentley is also hard at work developing, in conjunction with Porsche, the next-generation of the hugely popular Continental model, also likely to be available as a plug-in hybrid.

Rolls-Royce has also announced that they are developing an SUV, currently being developed under the code name "Cullinan" (a reference to the largest gem-quality diamond ever found and now mounted on Queen Elizabeth II's scepter as part of the Crown Jewels). The Rolls-Royce 4x4 is expected to add as many as 1,500 units to the brand's annual volume, which last year exceeded 4,000 units

Speaking of names, the Rolls-Royce community has been eagerly awaiting the new convertible version of the company's newest model, the Wraith. And it was recently announced by company CEO Torsten Mueller-Oetvoes that it would be called "Dawn." Rolls Royce first used the Dawn name back in 1949 and then on 28 special drop-head (convertible) bodies offered between 1950 and 1954. The Dawn is expected to be powered by the Wraith's 6.6-liter twin-turbocharged V-12 that produces 624horsepower.





Vince Cerone  
GM and COO



### Farewell Audi - Welcome the X-Factor

It is with affection and excitement that we at Braman Motorcars wish our family members at the new Braman Audi of West Palm Beach the very best of luck in the new Braman facility now being completed. All of us are so proud of the new facility planned for opening on July 1st.

I am also pleased to welcome back Joe Coscarelli, who was previously our Rolls-Royce and Bentley General Sales Manager to lead the Audi team as its new General Manager. Though on a different property, they will always be part of the Braman group.

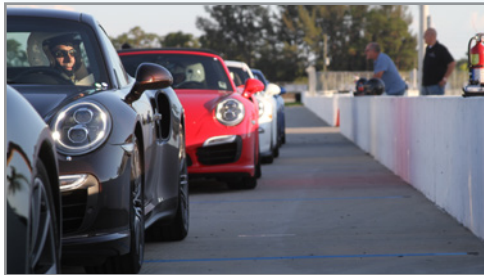
Coming this month to Braman Motorcars is a new award that is being set up called the X-Factor Trophy. The same X-Factor Trophy will be awarded and passed each month to individuals in all departments who demonstrate exemplary performance above and beyond the scope of their jobs. Your managers will soon communicate the criteria needed to become an X-Factor winner, so stay tuned.

So, when you see an X-Factor trophy sitting on somebody's desk or counter somewhere, be sure to recognize their achievement, beginning on July 1st.

Keep up the great work and thank you for all you do.

Vince Cerone

### Club Braman Members Zooming at PBIR



Of all the many and varied Club Braman events that take place during the course of a year, few are more popular – or exciting – than the Performance Driving Program... more popularly known as 'track day.' The first such event of 2015, held in conjunction with the Palm Beach Driving Club, took place on the evening of May 8 at Palm Beach International Raceway, with several dozen drivers of all experience levels taking their cars out on track to both enjoy the performance and learn how to be better drivers.

There were three speed groups so drivers could go as fast or slow as they wanted, and expert instructors on hand to help those looking to hone their skills. An air-conditioned VIP suite and gourmet dinner buffet provided a social aspect to the experience as drivers traded stories in between on-track sessions.

Our own star client advisor / racing champion Freddy Rhemrev was on hand, as always, to provide instruction, and Braman Porsche Service Manager Joe Galucci, along with several techs, were on hand to act as pit crew for Club Braman members who were driving Porsches (and there were lots of them).

Two more Club Braman Performance Driving Programs are scheduled for 2015, the next one on August 9 and the final one on October 18. These events aren't just for Club Braman members; Braman Motorcars team members are also invited to participate. If you'd like to see what a PDP event looks like, go to [www.BramanMotorcars.com](http://www.BramanMotorcars.com) > News & Events > Club Braman for a full explanation and videos of previous events. If you'd like to participate, e-mail Devin Jackson at [devin.jackson@bramanmc.com](mailto:devin.jackson@bramanmc.com).



### Club Braman Events in June

Club Braman, now with more than 15,000 members, provides Braman Motorcars' customers with added value for their decision to purchase or lease a car with us, and keeps them engaged with us on a regular basis throughout the year.

Events so far in 2015 have included 16 Sundays of Polo, the Buzz Braman Basketball Shot Clinic and the Palm Beach Vintage Regatta for wooden boats. Also on the list were the dedication of the Braman Motorcars-sponsored tiger habitat at the Palm Beach Zoo, legendary football quarterback Drew Brees and the World Leaders Conference reception as well as the first of three Track Days at Palm Beach International Raceway.

On Saturday, June 11, it's back to the Palm Beach Zoo for the Club Braman 'Roar & Pour' event from 5 – 9 pm. New models from Braman Motorcars will be on display at the front entrance as Club Braman guests make their way to the VIP check-in table. The evening's entertainment, in addition to the animals and the new Braman Motorcars-sponsored tiger habitat, will feature 'Across the Universe,' a Beatles tribute band. Club Braman members will sip cocktails and dine on the evening's



English-theme menu offerings, including Bangers and Mash (sausages and mashed potatoes) and Chipped Beef Sandwiches. This was our largest event in 2014, with more than 140 guests attending.

Then, on Thursday, June 18, Club Braman members will attend the "Art After Dark" event at the Norton Museum. Guests will walk past a trio of new models from Braman Motorcars on display at the front entrance, and sign in at the Club Braman VIP desk. Inside they will participate in a wine-tasting event and go on guided tours of two fascinating exhibits, "I Love New York" and "European Masters." Approximately 80 members attended this event last year and an even bigger crowd is expected this time around.



#### June Birthdays

Steven Lee ..... 3rd	Jamal Alsafer ..... 12th	Jacob Coburn ..... 20th
George Valiente ..... 6th	Buzz Braman ..... 13th	Jamar Flash ..... 24th
Michael Fanze ..... 7th	Rod Ortega ..... 15th	Gabriel Perez ..... 26th
Zachary Wieclaw ..... 7th	Michael Rotter ..... 16th	Santiago Mejia ..... 29th
Ryan Petrovich ..... 11th	Alina Alfonso ..... 19th	Nicholas Trull ..... 30th

#### Anniversaries

Harold Wanger ..... 13 yrs	Jose Nativi ..... 2 yrs
Dawn Alo ..... 10 yrs	TJ Vella ..... 2 yrs
Michael Fanze ..... 9 yrs	David Goorbarry ..... 1 yr
Tomas Andres ..... 8 yrs	Christina Sosa ..... 1 yr
Elizabeth Morello ..... 5 yrs	Kelvin Cruz ..... 1 yr
Mo Reza ..... 5 yrs	Davian Collins ..... 1 yr
Patrick Torres ..... 3 yrs	
Alec Friedman ..... 3 yrs	
Eric Mastraccio ..... 3 yrs	
Gustavo Duron ..... 2 yrs	

#### New Hires

Robert Woodbury
Kemol Blackman
Johnny Herrera
Joe Caruso
Ferruccio Giubilei
Bacheline Joseph
Matthew McLeish
Dora Aldana
Margaret Burke
Jose Victoria

### Braman Hosts Cars at PBI



Nearly 6 Million people pass through PBI every year, and Braman Motorcars is proud to show each of them that "You've Arrived" with a display of our newest models... like this stunning BMW i3.

This is one of the most coveted and high-profile display areas in all of Palm Beach County and... as you might suspect... getting them here isn't as easy as just driving through the door.

Just to get near the terminal takes coordination with airport authorities... facilities managers... and airport traffic control...

Then the batteries have to be removed... the gas tanks drained... and the alarm system disabled before they can finally be pushed into place.

After which they have to be detailed... and

then detailed again 3 times per week until a different model takes its place...

As a result... the first thing that millions of people see when they arrive in Palm Beach is a Braman Motorcars vehicle... gleaming like a jewel under the lights.



### Braman Rolls-Royce Staff Celebrates at Mar-a-Lago



The entire staff at Braman Rolls-Royce had the opportunity to experience the same level of luxury their clients enjoy during a celebration dinner at the fabulous Mar-a-Lago resort on May 6. The occasion for the party was a celebration of the four extraordinary awards recently won by the Braman Rolls-Royce Team – Global Dealer of the Year, National Dealer of the Year, Bespoke Dealer of the Year and After Sales Dealer of the Year.



that a dealer has achieved Global and National awards, beating 132 other Rolls-Royce dealerships including Dubai, China and around the world.

"It took every one of the people at the party working together at a very

ELEVATED level to win those awards and it was wonderful to see them all get the recognition they deserved," said Ralph Avila, General Sales Manager of Braman Rolls-Royce. "Even though we're working with a legendary company that builds the best cars in the world, winning these awards was a difficult task and we all know just how high the bar is set for us to win them all again next year."

The dinner was presented by Mr. Brian Riss, Rolls-Royce VP of Sales and Mr. Joe Wierda, General Manager of the Rolls-Royce Southern Region to celebrate Vince Cerone and the entire Rolls-Royce staff for this accomplishment. This is the first time ever



### Climbing the Ladder at Braman – Tacha Geffrard



It's a far journey from working as a food server at the National Croquet Center to being promoted to Warranty Administrator in the Braman Motorcars Accounting Department, but some people – like Tacha Geffrard -- just have that knack for organizing complex operations and making customers happy.



Rolls-Royce phone desk, but, as they discovered her multi-tasking skills, her job description grew to include Administrative Assistant, Sales Assistant and then she was handed one of the most complicated jobs in the whole place – towing coordinator for all the Braman Motorcars brands, including

the Jupiter BMW dealership.

"She did a great job with us for a long time and we're sad to see her go, but happy to see her get this new opportunity," says Ralph Avila, General Sales Manager for Braman Rolls-Royce and Braman Bentley.

From server she moved up to coordinator for various departments at the NCC before being hired as a Braman BMW phone operator in 2010. When the opportunity presented itself, she moved over to the Braman Bentley/

"This new job is a real challenge, but I just love it," says Geffrard. "My years of dealing with customers, both face-to-face and over the phone were great preparation for the job. In addition to my job, I'm still a student majoring in marketing and advertising (with a minor in Entrepreneurship) at Florida Atlantic University, so adding accounting to my skills is a perfect fit and I'm grateful for the opportunity."