



Follow Us On Social Media!

Inside Gary Rome Auto Group

Vol. 5 | Issue: 04 | April 2021

HYUNDAI LEASE SPECIALS

2021 SE AWD SANTA FE
\$345/MO or \$80/WK

2021 SE AWD TUCSON
\$258/MO or \$60/WK

2021 SE AWD KONA
\$245/MO or \$57/WK

2021 SE SONATA
\$200/MO or \$47/WK

2021 SE ELANTRA
\$239/MO or \$54/WK

*See Dealer for Details
GARYROMEHYUNDAI.COM

Gary's Corner

Here's what's cool for April

Here's what's COOL!
Saying "Thank you."
Apologizing when you are wrong...
Showing up on time.
Being nice to strangers.
Listening without interrupting.
Admitting when you are wrong.
Following your dreams.
Being a mentor.
Learning and using people's names.
Holding doors open for others.

-Gary Rome

Gary Rome KIA

2021 FORTE LXS
Lease For \$169/MO*

2021 SPORTAGE LX AWD
Lease For \$219/MO*

2021 SOUL LX
Lease For \$189/MO*

2021 K5 LXS
Lease For \$229/MO*

*See Dealer for Details



EMPLOYEE SPOTLIGHT

Happy Anniversary!

Angel Ortiz 2 Years
Berto Garcia 2 Years
Luis Velez Jr. 2 Years
Justin Guerreiro 6 Years
Juan Molina 8 Years
Jack Eisenstadt 9 Years
Ivy Velez 13 Years
Geo Vazquez 14 Years



Shout out to the **ENTIRE STAFF** at Gary Rome Hyundai! It took a true team effort to have the most successful month in Gary Rome history. We set a new all time record, 248 vehicle sales in one month! Thank you, everyone! Your efforts and willingness to always aim for success mean so much to me! Keep up the great work!

-Tim Ferreira

Thank you to the **entire BDC team** (receptionist, marketing service and sales teams). You all went above and beyond for our customers and helped Gary Rome Hyundai and Kia have very successful months. It would not have been possible without your excellent customer service efforts!



-Telesha Williams

Shout out to **all the techs in the Service Department**. In the past year, they have overcome all kinds of obstacles and uncertainties, adapting to an ever-changing landscape. In addition, they have played an important role in our tremendous sales growth, making sure the Sales Department has vehicles ready for customers in a timely manner. They have handled the great stresses and time pressures by becoming ever more resilient and increasingly confident in their skills. They are to be applauded for their devotion to their trade and to the customers they serve. They are truly an essential part of the Gary Rome Hyundai family.

-Matt Schmitt,
Shop Foreman



Shout out to **Matt Schmitt** a.k.a Bingo King from the office "C"s. Thank you so much for the beautiful plants, you made our day with your thoughtfulness (you should be so thoughtful when yelling BINGO)! -Cathy, Colleen, Chrissy

Congratulations, **Brian**! His first full month on the sales floor did not disappoint. He helped us set a record by delivering 19 vehicles in March. **Brian** worked hard and long hours to achieve and ultimately exceed his goals for the month. **Brian's** customer satisfaction index was not only above industry standards but exceeded the GRK standard as well. This came from the extra attention he provided our customers and the efforts paid off. We are pleased to have **Brian** here and wish him continued success for many years as part of the Gary Rome Kia family!

-David Nathan



Welcome To The Family!

Adrian Santiago,
Kia Porter
Lindsay Lapan,
Hyundai Staff Accountant
Peter Lustenberger,
Hyundai Sales Manager

Gary Rome Auto Group Core Values

WE DO THE NEXT RIGHT THING

Excellence | Passion | Integrity | Caring



MESSAGES FROM CAPTAIN CULTURE



April is National Autism Awareness Month!

Raffles!

Monday, April 12th



Costco Membership Raffle!

Enter to win the one year membership to Costco!

Wednesday, April 14th



National Gardening Day!

Enter to win the gardening raffle!



Wednesday, April 21st



International Tea Day!

Enter to win the tea raffle!



Thursday, April 22nd



National Jelly Bean Day!

Enter to win the jelly bean raffle!



Wednesday, April 28th



National Super Hero Day!

Enter to win the super hero raffle !



Interesting Facts:

- 56% of internet users have googled themselves.

-Due to a genetic defect, cats can't taste sweet things.

-According to the Centre for Retail Research, cheese is the most commonly shoplifted food in the world.

Save The Date!

Thursday, April 8th

Birthday Celebration
@ Hyundai and Kia!



Jean Friday!

Wear jeans on Friday for \$2.50 per Friday or \$10 for the month!

All proceeds in April will go to the Dakin Humane Society Annual Pet Food Drive!



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GET TO KNOW THE FAMILY

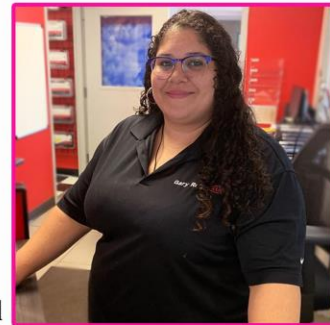
In the month of April, we get to know Ivy Velez from Kia! Ivy, is the Service Manager here at Kia and is celebrating her 13th year anniversary with the company! Ivy plays a signifcant role in the dealership. Ivy is one of the individuals who you may meet while you are having your vehicle serviced at the dealership. She works extremely hard to help find our customers ways to save time and money when needing anything with your vehicle fixed. We appreciate all you do, Ivy! Congratulations on your work anniversary!

What is your favorite part about your job?

My favorite part of my job is dealing with different personalities and customers that come into the service department.

What is your professional background?

I have been working on cars since trade school back in 1993. In 1996 I started in the aftermarket parts stores all the way to manage my own stores for many years. In 2008 I came to Gary Rome Kia and worked in the Parts Department. Then in 2018, was promoted to Parts and Service Manager.



Ivy Velez,
Parts and Service
Manager

If you could learn about anything in the world, what would you like to know more about?

Knowledge is power and I'm always willing to learn about anything and anyone.

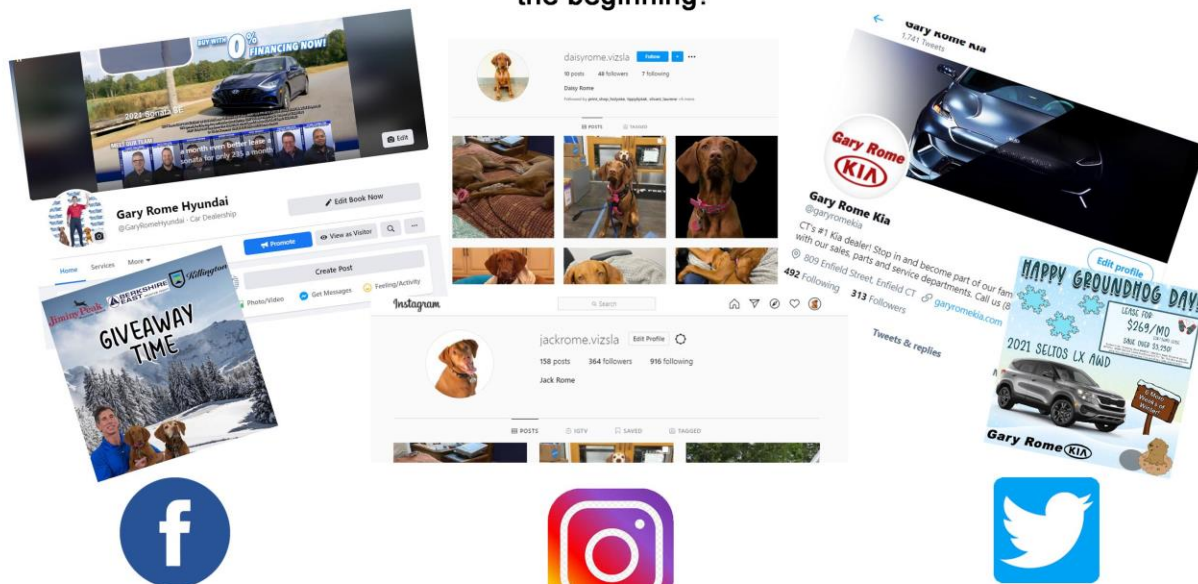
Gary Rome Auto Group Core Values

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Follow us on social media to enter our amazing giveaways and always be up to date on the latest news from Gary Rome Hyundai and Kia! This gives you a chance to interact and see what is happening at Gary Rome Hyundai and Kia, and even better, follow Jack and Daisy Rome on their adventures! The fun does not stop after you leave here, it is just the beginning!



LIKE Us On Facebook!

The Jack Daisy Rome
Gary Rome Hyundai
Gary Rome Kia
Gary Rome Hyundai & Kia
Employees

FOLLOW Our
Instagram Pages!

@jackrome.vizsla
@daisyrome.vizsla
@garyromehyundai
@garyromekia

FOLLOW Us On Twitter!

@garyromehyundai
@garyromekia
@jackdaisyrome

Gary Rome Auto Group Core Values
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ANNOUNCEMENTS!

Up To \$10,000 Referral Bonus For YOU! Gary Rome Auto Group is Now HIRING!

We NEED to hire Sales and Leasing Consultants, Service Technicians, and Service Advisors to join the Gary Rome Auto Group Family today and see why we have FUN!

If you know someone who you think may be a good fit, have them apply today!

For EACH REFERRAL YOU will receive a \$2,500!



\$2,500

\$2,500

IMMEDIATE NEED FOR:

- Technicians
- Sales and Leasing Consultants
- Service Advisors

\$2,500



\$2,500



Scan this code to donate meals!

Now through April 30th we are proud to be a drop off location for the Dakin Humane Society Annual Pet Food Drive.

Please consider helping out and donating pet food today!

For more information visit
www.dakinhumane.org/annual-pet-food-drive



\$10,000 MATCH

\$10,000 MATCH

Tuesday, April 27th

Stay tuned to Facebook and keep an eye out for Holyoke Community College Giving Day! Find details leading up to this special day on our Gary Rome Hyundai Facebook Page!

Also, keep an eye out for the Lottery Wreath Raffle where tickets will be available to purchase to enter!

Proceeds collected will be donated to Holyoke Community College Giving Day!

GARY ROME HYUNDAI WILL MATCH \$10,000!

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Congratulations to our first ever Employees of the Year!

Hyundai 2020



Juan Romero

\$\$\$\$\$

*Organized
Team Player
Self Motivated
Positive
Hard Working
Exceeds Expectations*

\$\$\$\$\$

Kia 2020



Jessica Rios



\$\$\$\$\$

Employees of the Month!

Hyundai



April 2021

Kevin Covington

Kia



April 2021

Brian Boglisch

The Employee of the Year Program will be running again from November 2020 through October 2021!

Join us at our Employee Appreciation Party in November 2021 to find out who our second annual Employee of the Year will be!

Excellence | Passion | Integrity | Caring

GARY ROME AUTO GROUP CORE VALUES

We Treat You Like Family!

What does
EXCELLENCE
mean to you?

WE HAVE FUN

What does
PASSION
mean to you?

WE DELIVER WHAT WE PROMISE

WE WILL EXCEED YOUR EXPECTATIONS

WE ARE COMMITTED TO OUR CUSTOMERS

WE GENUINELY CARE ABOUT EACH OTHER



What does
INTEGRITY
mean to you?

What does
CARING
mean to you?



WE DO THE NEXT RIGHT THING