

# LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 1 – EDITION 8



December 2017

## State of the Union

**KIA**  
 LIGHT UP *the* HOLIDAYS  
 \*\*\* SALES EVENT \*\*\*



2018 OPTIMA LX  
 LEASE FOR **\$199**/MO

36 MONTH LEASE, \$2,299 DUE AT SIGNING, FOR QUALIFIED LESSEES  
 SEE DEALER FOR COMPLETE DETAILS.

**KIA**  
 LIGHT UP *the* HOLIDAYS  
 \*\*\* SALES EVENT \*\*\*



2018 OPTIMA SX  
 UP TO **\$4000** TOTAL CASH

MUST BE APPLIED TO DOWN PAYMENT FOR QUALIFIED BUYERS  
 WITH KMF FINANCING. SEE DEALER FOR COMPLETE DETAILS.

**KIA**  
 LIGHT UP *the* HOLIDAYS  
 \*\*\* SALES EVENT \*\*\*



2018 SORENTO SX & SXL  
 UP TO **\$4000** TOTAL CASH

MUST BE APPLIED TO DOWN PAYMENT FOR QUALIFIED BUYERS  
 WITH KMF FINANCING. SEE DEALER FOR COMPLETE DETAILS.

**DRIVE PINK**

*Join Us In Supporting  
 Breast Cancer Awareness  
 and Help Make A Difference*

We will donate \$5.00 to Rays of Hope  
 for every Drive Pink license plate frame.  
 Come get yours today and help a great cause.

**GARYROMEKIA.COM**

## Gary's Corner

As we head into the Holiday Season, a universal message is 'Goodwill toward All'. We practice this as one part of our core values here at Gary Rome; "We Are Committed to Our Customers". Two outstanding examples of Goodwill from our employees toward our customers were shared and serve as a small representation of the customer service we try to provide to each and every patron through our doors.

"Your team epitomizes Customer Service as it should be, Gary. They (starting with **Paul Bonavita**) did everything to the utmost of their ability to make sure that I was fully informed of my options, but more importantly, let me state what my desires and needs were before they gave me feedback on your product line. Not only is Pauli one of the best salespersons I have encountered in years, but the entire staff seemed to chip in at different times and each gave the same impression - I was the most important person they were going to deal with today. It is very obvious to me you have built, not only a 'WINNING TEAM' but one that works together seamlessly to make sure each customer has a great experience in your beautiful new building. I want to say congratulations, but it doesn't seem to be enough knowing how your team outclasses every other team I have ever met."

-Mike Mannix, sales customer

"We would like to commend the contributions of **Sarah Ramsey** and **Chris Bergeron**. Although our interactions with ALL of the service staff were outstanding, these two individuals were particularly impressive. Thanks to Mr. Bergeron, the car's electrical system was fully restored. The process lasted several days, and we were kept abreast of all progress during the repair by Ms. Ramsey. Further, Ms. Ramsey acted on our behalf with the vendor responsible for the damage to our vehicle and the cost of

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**There's No Place Like ROME FOR THE HOLIDAYS**

Enjoy your holiday dinner on us.

**\$188/** MONTH LEASE

2018 Elantra SE      2018 Sonata SE



See dealer for complete details\*

**There's No Place Like ROME FOR THE HOLIDAYS**

Enjoy your holiday dinner on us.

**\$239/** MONTH LEASE

2017 Tucson AWD      2017 Santa Fe AWD



See dealer for complete details\*

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**GARYROMEHYUNDAI.COM**

the repairs. All of you at Gary Rome Hyundai are to be commended for your contributions to our community and represent the best of the Pioneer Valley. Thank you.”

-Richard and Diane Fleming, service customer

Be it sales, service, or parts all of us here strive for the best experience

## Many Thanks

Cathy Riley would like to give a big thank you to **Shannon MacNeal** and **John Linnehan**. Shannon and John each prepared the hams donated by Gary for our Holiday Ham dinner in November.

Gratitude is also due to **Angel Melendez** and **Juan Romero**. Angel and Juan have tirelessly worked in the showroom at the Hyundai store preparing for the month of December. Most dealerships hire an outside staff to come in and transform the place, but Cathy, Angel, and Juan have done the work of many with BEAUTIFUL results.

## Shout Outs

Much praise is due to **Omar Vega** the lot manager at the Kia store. He is very dedicated, hardworking, and proud of his job. He shows up day in and day out with a positive attitude, and energetically does whatever is asked of him. The new and used car inventory is always being checked on and rotated to give a fresh appearance to driving by customers.

**-Steve Liptak**  
Kia Used Car Manager

The Parts team at both Dealerships each had their best November ever. Special thanks go out to **Omar, Geo, Mark, Juan, Hector, and Miggy** for going over and above while co-workers were out on vacation.

**-Tim Ferreira**  
Parts & E-Commerce Director

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Winner Winner Show and a Dinner	Raffle-mania
<p>Congrats (AGAIN) to <b>Josue Rivera</b> of the Parts Dept at Hyundai, the winner of the Applebee's gift card. Then next round is on Macho!</p> <p><b>Matt Schmidt</b> of the Hyundai Service Dept was the winner of the Italian dinner basket raffle. Just let us know when the pasta party is Matt!</p> <p>The two tickets to the Pioneer Valley Ballet were won by Kia's receptionist <b>Alyssa Zollner</b>. A holiday performance of the Nutcracker Suite will be enjoyed by Alyssa and her guest (and NOT enjoyed by <b>Sarah Ramsey</b> in Hyundai service, who thought it was her time to be the big winner - sorry Sarah). Our own social media administrator <b>Melanie Ostiguy</b> is performing in the show - break a leg Melanie!</p>	<p>Our last fundraiser of the year for the Women's Shelter Companeras of Holyoke has wrapped up, and it was a great one! Raffle tickets were sold for the chance to win the amazing Gift Card Wreath. There were various gift cards adding up to \$150 for your holiday shopping and gift giving. The drawing took place Monday Dec. 11th. A friend of Marie Nathan, <b>Dave Nathan's</b> wife, was the lucky winner. Thank you Marie for all that you do for Companeras and the women of Holyoke and for bringing this cause to light for all of us here at the Gary Rome Family.</p> <p>There was also a raffle to win a \$20 Christmas Tree Shop Gift Certificate. This one was open to employees only and <b>Keith Brecher</b> of the Hyundai Finance office was the big winner on Monday Dec. 11th. Congrats Keith! I see \$20 worth of "fancy" snacks and crackers to accompany your holiday cheese board this season...</p>
Lunch and Learn Event	Happy Anniversary
<p>Several of us took part on Thursday, December 21st in the conference room for a "Lunch and Learn" brought to us by People's Bank. Lunch was provided, and representatives from People's Bank were on hand to discuss budgeting from weekly to bi-weekly pay periods, savings accounts, 401K plans, IRA's, 401K rollovers, and any other questions you may have had regarding personal banking and budgeting. If you do not have a checking account with People's Bank and would like to open one, they will deposit \$100 for you after your first direct deposit. We learned some new fiscal strategies to start your new year off on the right financial foot, AND enjoyed a free lunch too!!</p>	<p style="text-align: right;"><b>Gary Rome Hyundai</b></p> <ul style="list-style-type: none"> <li>★ Israel Arce      3 years - Dec. 3rd</li> <li>★ Josh Calkins    14 years - Dec. 29th</li> <li>★ Renee Charles   2 years - Dec. 7th</li> <li>★ Dan Godin       1 year - Dec. 27th</li> <li>★ George LeDuc    11 years - Dec. 4th</li> <li>★ Scott Manale    2 years - Dec. 9th</li> <li>★ Juan Romero    11 years - Dec. 12th</li> </ul> <p style="text-align: right;"><b>Gary Rome Kia</b></p> <ul style="list-style-type: none"> <li>★ John Bruso       9 years - Dec. 29th</li> </ul>