

LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 1



JANUARY 2018

STATE OF THE UNION

SCORE BIG NOW
Gary Rome Hyundai

2017 Accent

Buy for **\$12,999**

Or Finance for **0%** for **72 mos.**
See dealer for details.

SCORE BIG NOW
Gary Rome Hyundai

2018 Elantra

Lease for **\$239/mo.**

Or Finance for **0%** for **72 mos.**
See dealer for details.

Lease for **\$239/mo.** Gary Rome Hyundai

2018 Sonata

Buy for **\$18,999**

Or Finance for **0%** for **60 mos.**
See dealer for details.

SCORE BIG NOW
Gary Rome Hyundai

2017 Tucson AWD

Lease for **\$329/mo.**

Or Finance for **0%** for **60 mos.**
See dealer for details.

W...U...G...E

0% for 75 Months and No Payments For 90 Days On Any New 2017 and 2018 Forte, Sportage, Sorento and Optima

Valid through February 28th, 2018

2018 FORTE LX

LEASE FOR **\$39.50** /WEEK

36 Month Lease, 10,000 miles/year. STKR KJ0178 MSRP \$16,110. Lease end value \$8,854.00. See dealer for complete details. Tax, title, registration, and doc fees extra.

2018 OPTIMA LX

LEASE FOR **\$199** /MONTH

36 Month Lease, 10,000 miles/year. STKR KJ0161 MSRP \$23,330. Lease end value \$12,795.90. See dealer for complete details. Tax, title, registration, and doc fees extra.

2018 SORENTO

LEASE FOR **\$264** /MONTH

36 Month Lease, 10,000 miles/year. STKR KJ0064 MSRP \$33,045. Lease end value \$18,852.00. See dealer for complete details. Tax, title, registration, and doc fees extra.



* See Page 6 for #DrivePink Details

LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 1



JANUARY 2018

SHOUT OUTS	gary's corner
<p>To Omar Espada, Macho Rivera, and Juan Molina... “ the three of them have really stepped up these past few months and have done a wonderful job. Omar is the top parts salesperson for both parts departments and finished last year with over \$1,000,000.00 in parts sales. Macho and Juan handle all of the online accessory business combined doing over \$500,000.00. Thank you for a great job...”</p> <p style="text-align: right;">~<i>Tim Ferreira</i></p>	<p style="text-align: center;">YOU ASKED I LISTENED!</p> <p>In our town hall meetings last year you asked for more employee parties! Thanks to you our Mingle & Jingle was a HUGE success! It was wonderful to get together as a family with your families! Let’s keep the fun going this year! If you have any future events you would like to see happen just let me know!</p> <p style="text-align: right;">~<i>Gary Rome</i></p>
SHOUT OUTS	SHOUT OUTS
<p>“ Gary Rome Kia has 2 new salespeople... Julio Rivera returns to us after a brief hiatus and returns with his hundreds of previous customers waiting for his calls and emails reminding them it’s time for a new car! Eric Thor is new to the Gary Rome Kia family but not new to the business. His 20 years of experience will be great inspiration to other and we wish him success on his new journey. ”</p> <p style="text-align: right;">~ <i>David Nathan</i></p>	<p>“ I would like to give a shoutout to John Rivera for consistently helping me with Keeping the shop running efficient, with dispatching work so the shop flows smoothly and for helping with keeping equipment up to date and running good. Thank you all for your help. ”</p> <p style="text-align: right;">~<i>Al Fontaine</i></p>
SHOUT OUTS	SHOUT OUTS
<p>to Omar Vega, “ He is our lot manager at Kia. He is very dedicated, hardworking and proud of his job. He shows up day in and day out with a positive attitude and energetic to do whatever is asked of him. Our new and used car inventory is always being checked on and rotated to give a fresh appearance to driving by customers ”</p> <p style="text-align: right;">~<i>Steve Liptak</i></p>	<p>“ Hello all, I would like your all to join me in welcoming both Sage Abreu and Paige Schafer to the BDC. They both join us is the Service Coordinator role. If you haven't met them yet, feel free to come by the BDC and say hi! ”</p> <p style="text-align: right;">~<i>Mike Hattie</i></p>

LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 1



JANUARY 2018

WELCOME TO THE FAMILY

Hyundai:

- **Bob Kosior**-Sales & Leasing Consultant
- **Jodi Colter**- Sales & Leasing Consultant
- **Dan Guarnieri**- Sales & Leasing Consultant
- **Sage Abreu**- Service Coordinator
- **Paige Shafer**- Service Coordinator

Kia:

- **Eric Thor** - Sales & Leasing Consultant
- **Julio Rivera** - Sales & Leasing Consultant

PB&J Luncheon!

Tuesday, January 23rd!

In honor of the new year we're kicking off our monthly luncheon year with the homey feeling of PB&J's Hyundai and Kia save the date!

WHAT'S HAPPENING

Come celebrate **National Hot Chocolate Day** at Gary Rome Hyundai or Gary Rome Kia on Wednesday January, 31st from 4:30pm-6:30pm. Drive in through the service entrance and while we install your #DrivePink plate frame you can enjoy fresh Hot Chocolate!



*See page 6 for more information about our #DrivePink campaign

COMMUNITY CORNER

Did you catch our Holiday Spirit? **Tag us** on Facebook if you stopped to take a picture!



HAPPY ANNIVERSARY

Gary Rome Hyundai

- ★ **Patrick Perez** - 10 Years!
- ★ **Kristin Aimi** - 2 years
- ★ **Kevin Covington** - 1 year
- ★ **Alexis Torres-Irizarry** - 1 year

Gary Rome Kia

- ★ **Christine Simmons** - 2 years
- ★ **Sarah Ramsey** - 2 years
- ★ **Jack Willett** - 1 year

LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 1



JANUARY 2018

FREE CAR?!

It's officially 2018! The students of Holyoke High School and Dean Tech are officially halfway through their **Year of Excellence Giveaway!** In a few short months Gary will giveaway one brand new Hyundai Accent to one hard working senior! Keep working hard! See you in the Spring!



GIVING BACK

Thanks to **YOU** we raised over **\$500** for the Womanshelter Companeras! This local Holyoke organization is dedicated to empowering the lives of those affected by abuse. For more information visit www.womanshelter.org and if you or anyone you know needs help you can contact their confidential 24 hour hotline at 1(877) 536-1628.



MINGLE & JINGLE

Our employees enjoyed a **flurry of fun** last month as they kicked off the holiday season and celebrated all the hard work we've done this year!



JIMMY FUND JACK

Jack wants to remind all his fans that when you purchase a Jack plush toy **all proceeds will go to the Jimmy Fund!** Order online through our accessory store, or pick one up in our store!



LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 1



JANUARY 2018

CONGRATULATIONS!

Next time you call our Business Development Center be sure to congratulate them! On what you ask? They were just ranked **#1** in the **REGION!** They work at 200% every single day to give you the best experience possible!

Congratulations!



BLOOD DRIVE

In December we held a blood drive for Baystate Health. We were double booked for appointments and had many more walk-ins! We had **36 donors** present and out of that only 8 were deferred!

Over 56 lives were saved!

Save the date for our 2018 Blood Drives!

Monday **March 5**

Monday **June 4**

Monday **September 10**

Monday **December 3**



ATTENTION ALL EMPLOYEES: Need a new car? Your first two payments are already covered! It's too good to be true! But if you don't believe it just ask Ed!



LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP, YOUR NEWS, OUR FAMILY

VOLUME 2 – EDITION 1



JANUARY 2018

DRIVE PINK!

We ended 2017 on a high note by kicking off our **#DrivePink** campaign! Over the next year we hope to raise **\$25,000** for Baystate Health's Rays of Hope! Rays of Hope provides support for the families in our own communities that are affected by breast cancer. Over the next year we will be hosting events, accepting donations, and installing licence plate frames to help spread the word and raise money for our loved ones. Each licence plate frame is **FREE** to those who have one installed, and for every one we install we will donate \$5 to Rays of Hope. YOU can also make a contribution of any amount through cash, card, or check made out to Rays of Hope.



Want one of these frames?! Here's what you have to do...

1. Visit one of our locations: [Hyundai](#)- 150 Whiting Farms Road in Holyoke, MA or [Kia](#)- 809 Enfield Street in Enfield, CT.
2. Drive in through our service entrance and ask any of our porters for a Drive Pink licence plate frame!
3. While we install your frame you can also make a donation to help us reach our goal of \$25,000 even faster!
4. Lastly, drive around with your new Drive Pink plate frame and spread the word about Baystate Health's Rays of Hope!

Help us fill the ribbon! In just the short month that we've been doing this we are just about to reach

\$5,000!