

GARY ROME AUTO INSIDER

WE DO THE NEXT *RIGHT* THING

Excellence | Integrity | Passion | Caring

Volume 2

August 2018

8th Edition

2019 Accessories are HERE



2019 Kia Sportage



2019 Hyundai Santa Fe



2019 Kia Soul



2019 Hyundai Veloster

See Our Stores Online:

KiaAccessoryStore.com

HyundaiAccessoryStore.com

Gary's Corner

Q: With Back To School coming right around the corner, why did you decide to partner with Homework House?

"Now more than ever it is important to support and inspire children and their families! The funds we raise will help children receive access to academic enrichment programs to give them a head start toward their futures!"

- Gary Rome

SCHOOL SUPPLY DRIVE

FOR HOMEWORK HOUSE

CONSIDER DONATING:

Markers
Pens
Pencils
Colored Pencils
Erasers

Glue Sticks
Calculators
Notebooks

ANYTHING

DROP DONATIONS IN THE BIN IN OUR
SERVICE WAITING AREA

GARY ROME
AUTOGROUP



GARY ROME
AUTO INSIDER

EMPLOYEE SPOTLIGHT

"Shout out to **Steve Liptak** for always going above and beyond! This summer Steve has been constantly helping out, working extra hours and covering for people on vacation. We have made a lot of changes in our used car department and thanks to Steve's adaptability, suggestions and willingness to take on new projects, we have seen it grow over 10%! There are blue skies ahead for Gary Rome Kia as a result of Steve's loyalty! Thank you!"

-David Nathan
Kia General Manager

Shout out to my Car Care Express team, **Jeff, Ross, and Juan**, for keeping up with the pace as we continue to get busier! They all lend a hand to whatever task is at hand i.e. collecting trash, cleaning up the shop, helping Captain Culture set up for events, etc. Great job, team! Thank you!

-Kevin Schechterle
Hyundai Service Manager

HYUNDAI:

Ryan Spahl - Sales Consultant
Makenzie Bouchard - Sales Receptionist
Lennie Finn - Sales Receptionist
Teyfur Teyfurov - Technician
Kiara Vazquez - BDC Receptionist
Laura Wilby - BDC Specialist

WELCOME TO THE FAMILY!

KIA:

Parts Driver - Ruben Rodriguez

"Shout out to **Maria Lepage**! This is Maria's second full month here at Gary Rome Hyundai and she tied up with **Pauli Bonavita** for top sales in July! These two both delivered 24 vehicles each this month! Congratulations to the both of you and keep up the good work!"

-Ed Bourbeau
Hyundai General Manager

HAPPY ANNIVERSARY!

Dave Toplon - 19 Years
Ed Bourbeau - 15 Years
Mark Linnehan - 8 Years
Jack McCarthy - 5 Years
Kylin Sorl - 3 Years
Walter Gould - 2 Years
Shaina Grimes - 2 Years
Edgar Vazquez - 2 Years
Mark Raffa - 1 Year
Miggy Rivera - 1 Year

"Shout out to **Laura Wilby**, our newest BDC Sales Representative. She is a delightful addition to our BDC Family! We look forward to growing with you for many years to come!"

-Telesha Williams
BDC Manager



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LET'S GET SOCIAL!

TAKE ADVANTAGE OF SOCIAL MEDIA!

BEING CUSTOMER CENTERED ONLINE IS THE
KEY TO SUCCESS!

BE PRESENT ON FACEBOOK:

Be active on our business Facebook posts!
Allow followers to get familiarized with you!
More touchpoints and recognition creates
more TRUST

Add your customers on Facebook while
they're with you! Keep in personal contact
to continue to provide exceptional service!

BE PERSONALIZED:

This allows clients to get to know YOU



WHY VISIBILITY IS IMPORTANT:

75% of car buyers and
68% of service customers say
internet research- including social
media- was most helpful when
selecting a car dealership

83% of customers say online reviews
were most helpful in the process

Word of Mouth (WOM) Marketing is the
MOST TRUSTWORTHY FORM OF MARKETING



**GARY ROME
AUTO INSIDER**

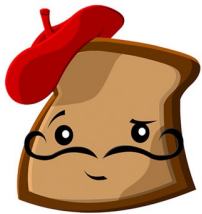
MESSAGES FROM CAPTAIN CULTURE



MARK YOUR CALENDARS!

BIRTHDAY CELEBRATIONS

August 2 - Hyundai
August 3 - Kia



Breakfast
\$4

Lunch
August 13th - Hyundai

?

MYSTERY
GAME

August 23 - Hyundai

August
Giveaway

August 10th



*Ed's Retirement
Party*

Luncheon

August 29th
12 PM

at Gary Rome Hyundai

WALK THIS WAY RESULTS

Most Steps:

Patrick Perez - 712,164
Juan Romero - 678,171
Ross Fornier - 643,875



Together we
walked:
8,848,514

"Thank you to everyone
who participated in the
walking challenge and saw
it through to the end!"

-Cathy Riley



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BE ON THE LOOKOUT



Sunday September 9th

*Tickets are available for purchase at reception at Gary Rome Hyundai

Sunday,
September 16th
1 - 4 PM
Community Field,
Holyoke



Monday September 10th
150 Whiting Farms Rd
11 - 4 PM

BLOOD DRIVE

Call Irene Costello to
make an appointment!
(413) 420-8085



WE ARE GROWING AND WE NEED YOUR HELP!

Refer a potential candidate to your
department manager. If we hire them,
you receive a bonus!

EARN UP TO \$3600 AS A REFERRAL BONUS!

*See your department manager for details



GARY ROME AUTO INSIDER

ARE YOU CRUISIN'?

AUGUST 11
SEPTEMBER 8
SEPTEMBER 22

CRUISIN'

Gary Rome Hyundai

10 - 2 PM

ED'S CUSTOM
MUFFLER SHOP
PRESENTS

SUNDAY AUG 26TH 2018



mas tance
2018 CHARITY CAR & BIKE SHOW

BENEFITING THE KIDS AT
Baystate Children's Hospital

FOR MORE INFO CALL 413.297.1424
EMAIL EDCUSTOMPROMO@GMAIL.COM

FRANKLIN FAIRGROUNDS
87 WISDOM WAY, GREENFIELD, MA 01301

SPONSORS
KIA, HYUNDAI, 75, Gary Rome Hyundai, Toy Gallery

Any Make, Model, Year Welcome
Corvette Club of Western Mass. Inc.
Is Proud to Present:



2018 CAR, TRUCK & BIKE SHOW

at Holyoke Soldiers Home
110 Cherry St.
Holyoke, MA

August 25th
10 - 3 PM



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