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Behind THE Wheel

A Publication for the Employees of The Gillman Companies

October-November 2008

New Gillman Dealerships Thank Rio Grande Valley Neighbors With Free Car Giveaway!

“Folks in the Rio Grande Valley gave the Gillman Companies a great welcome when we opened our doors for business,” said Scott Dupons, Managing Partner of the Gillman dealerships in South Texas. “So our management team wanted to show our appreciation,” Dupons continued.

Show their appreciation they did, with an exciting contest to give away a new 2008 vehicle. On the appointed day, six names were selected by random drawing from the huge mass of entries. Those six participants were confronted with an array of six Chevrolets. Each vehicle was a different color and the contestants then selected their favorite color. Keys fitting the six Chevrolets were passed out and finalists entered the vehicle matching the color of their choice. At a given signal, keys were inserted into ignition locks and twisted. Five keys were fakes. One key fired the ignition and an engine roared into life, designating the winner!

Marilyn Hensz of Harlingen, Texas, chose the green Chevrolet because that was the color

(continued on next page)

Scott Dupons with six finalists: (L-R) Gloria Teran, Marilyn Hensz, Janice Medina, Rolando Garcia, Rafael Vela, Caren Krupala, and Scott Dupons.



Gillman Rio Grande Valley dealerships management team with contest winner Marilyn Hensz: (L-R) Dennis Thomae, Bryan Cook, Rick Romo, winner Marilyn Hensz, John Kellogg, Jr., Scott Dupons, Timo Williams, and Stan Gonzalez.



Contest winner Marilyn Hensz of Harlingen, Texas.



From the desk of Ramsay Gillman

On September 13, 2008, the center of Hurricane Ike powered into the Gulf Coast about 50 miles south of Houston.

For the second time in as many months, Gillman dealerships were ravaged by fierce battering winds and torrential rain. Waves and tidal surge put most of the city of Galveston under water. Bolivar Peninsula was completely inundated. Windows in tall buildings downtown were shattered, showering the streets with broken glass.

Well over two million homes and businesses lost electrical power. Tens of thousands remained without electricity for weeks. A yet-to-be-counted number of people are still homeless and many are living in temporary quarters. Loss of life remains to be reckoned.

As with Hurricane Dolly that struck our Rio Grande Valley facilities in July, Ike's aftermath left the Houston area in a paralyzed state. Streets were flooded or blocked by fallen trees. Power line poles had been snapped in half, leaving wires trailing along the ground. The loss of stoplights at intersections produced massive traffic congestion.

There is a purpose in recounting the devastation of Hurricane Ike. Without some understanding of the magnitude of this disaster, it is impossible to fully appreciate the courage and character of our Gillman team members who met this daunting challenge.



Gillman personnel in the Houston area, like their Rio Grande Valley counterparts, overcame perils and problems in a meritorious fashion. While meeting the needs of their individual families, they found time to perform countless community services and reestablish a business-as-usual

atmosphere in the Gillman dealerships. Less than 48 hours after the storm, Gillman staffers were caring for damaged vehicles. They were also delivering newly sold cars and trucks to those seeking transportation.

On a personal note, I never expected to see two such catastrophic events in a single year, much less within two months. Please share the pride I feel in your strength and your dedication to serving our customers. Accept my heartfelt "Way to go!" for a job well done.

Hurricanes notwithstanding, our position as we enter the final quarter of 2008 is sound. Inventories are in line with predicted needs. Demand for both new and used vehicles remains constant and about on par with last year. Our lenders continue to provide adequate financing to meet buyers' desires. We anticipate that the great products we are privileged to offer in 2009 will generate strong consumer enthusiasm.

In spite of the bad news relating to financial difficulties that some automobile dealers are experiencing in other states, the condition of our Gillman markets remains strong. Texas may well be the best place in the nation to sell cars and trucks.

In short, we are set to end this year on a very positive note. Our continued success in the coming months is assured if we sustain our proven dedication to customer satisfaction.



(continued from cover)

of the Honda Odyssey she normally drives. The green Chevrolet is the one that started and Marilyn Hensz became the winner!

It was an exciting end to a great event that will long be remembered as a sincere "thank you" from the Gillman dealerships to their new Rio Grande Valley neighbors.

Way to go, Valley team, way to go!

Letters From Loyal Customers

Tony Webb: Gillman Acura prearranged our appointment and gave us a loaner car. They brought our car back to us at work and switched out the cars. We didn't have to do anything. Everyone was polite and respectful. They treated us well. (Satisfaction 10.)

—ANOTHER LOYAL AND SATISFIED GILLMAN ACURA CUSTOMER

Kenny Mathias: This letter is to acknowledge the outstanding job performance of your Honda Service Consultant Matt Gornall. Mr. Gornall has shown exemplary interest in making sure that whatever work needed to be done on my vehicle was done satisfactorily for me. In addition, he offered a detailed explanation of services rendered as well as his recommendations for future servicing.

I am pleased to extend my gratitude to your company for continued service and especially to Mr. Gornall for going the extra mile in getting his job done.

—ANOTHER LOYAL AND SATISFIED GILLMAN HONDA SAN ANTONIO CUSTOMER

Issac Khalaf: My sincere thanks to you! I really appreciate your willingness to work with me and your help in getting my car changed out. I also thank Raheem for his courteous attention. I found another key which I'll drop off in the near future (in my new Lancer). Seriously, I will really enjoy it.

With best wishes and sincere thanks.

—ANOTHER LOYAL AND SATISFIED GILLMAN MITSUBISHI HOUSTON NORTH CUSTOMER

Brent: Thanks to you and your staff so very much for the excellent service I got regarding my Nissan Maxima. When I talked to you, I was at the end of my rope. You will never know what a godsend you were. Please thank Roland and James also. I really appreciate when someone goes above and beyond. God bless you and Gillman.

P.S. Have a wonderful weekend. I will also because of you.

—ANOTHER SATISFIED AND LOYAL GILLMAN NISSAN CUSTOMER

Mr. Gillman: Sadly, there are few occasions these days where consumers can be so impressed by service excellence that they are compelled to write the CEO a letter of acknowledgment and gratitude. Therefore, it is with much joy that I find myself as one so fortunate as to be writing you now for this purpose.

I was not only looking for a Subaru Outback with unusual options (Subaru Outback LL Bean Limited, 2.5i) but also had two trade-ins, one a 2000 Miata automatic convertible with very low mileage. I was not willing to take a loss on my trade-ins, particularly the roadster. I quickly learned that there was only one Subaru Outback of the type I wanted in the Houston area and it so happened it was in the inventory of Gillman SW. Since it was clear that I wanted the only car available in Houston, I was naturally concerned that I would have a tough time

getting the right price for the car and the trade-ins. In fact, another Subaru dealer told me, "They will play hardball with you."

The fact of the matter is Waleed Elostaz and Shah Tausif were the first to respond to my inquiry through the Subaru general website and had it not been for their diligence in reaching out to me, I may never have known that they had the car I needed. Furthermore, they were the only Subaru dealership that offered to make every possible accommodation to do appraisals, etc., as I was extremely busy in the two weeks prior to the sale. Gillman SW, for instance, was the only dealer willing to come to my house to secure the information to value my trade-ins. In fact, I never saw the showroom floor until the day I purchased my vehicle! Even now that the vehicle is purchased, Shah has happily agreed to come to my house to assist me in activating the Homelink system I purchased.

I am happy to say that there was nothing hard about purchasing a car from Gillman SW, and I was dealt with honestly and fairly with respect to the value of my trade-ins. In fact, I was, and am, so impressed that I prepaid my routine maintenance with Subaru up to 80,000 miles.

I am already telling everyone I know about the unbelievable service and integrity of Gillman SW and how pleasant it is to work with Waleed and Shah. In fact, I had a chance to meet many of the sales personnel at Gillman SW and they were all wonderfully pleasant and professional!

My hat's off to Gillman SW.

—ANOTHER LOYAL AND SATISFIED GILLMAN SUBARU HOUSTON SOUTHWEST CUSTOMER

The 20-Foot Rule

Have you ever entered a store and been left standing alone while salespeople bustle past without speaking or even noticing you? If you have, you know how frustrating and embarrassing this can be.

That is not how we want Gillman customers to feel. Which is why we have the 20-Foot Rule.

Any time a member of the Gillman team comes within 20 feet of an unattended customer, it is that team member's responsibility to make sure that customer is being helped.

A gentle, "Is someone assisting you?" or "Have you been taken care of?" will welcome visitors to our dealerships and make them more comfortable.

The 20-Foot Rule is everyone's responsibility. If you see someone who obviously needs aid, make a friend by extending a helping hand. Showing a little Gillman hospitality will build customer satisfaction as well as loyalty. Best of all, our customers will know we value their business.

Teamwork Keeps Gillman Acura T



Service Team

First it was a repeat. Now it's grown into a three-peat and shows no indication of stopping! Month after month for three years, Gillman Acura has led the nation in service customer satisfaction.

Teamwork, pride in accomplishment, a dedication to excellence, and true concern for customers are the driving forces behind this remarkable performance record. Gillman Acura's General Manager, Randy Khalaf, Tony Webb, Gillman Acura Service Manager, and Johnnie Cantu, Gillman Acura Parts Manager, are united in their desire to have every customer totally satisfied. This attitude extends throughout the dealership and the sales team consistently ranks above national average in their CSI ratings.

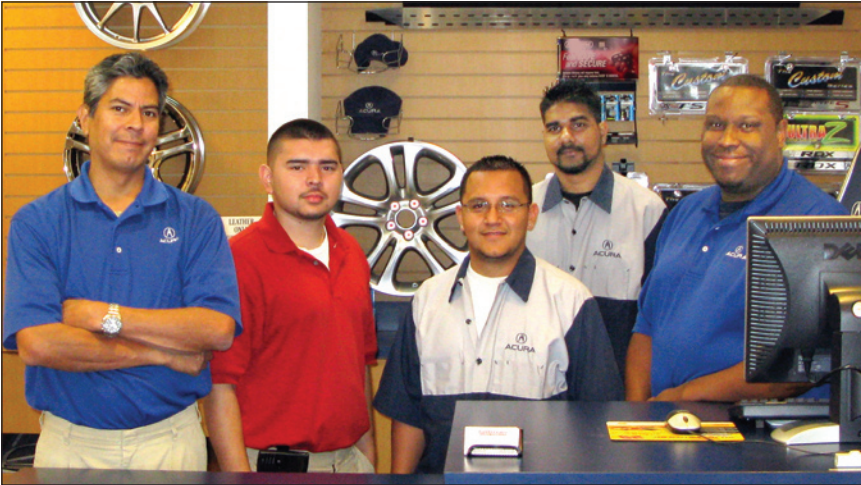
Special kudos for a great job well done go to the service technicians, porters, parts

specialists, service advisors, cashiers, the Excell Facilitator, receptionists, office staff, and every member of the Gillman Acura crew.



Gillman Acura Cashiers

Top in Nation for Service CSI!



Parts Team



GM Randy Khalaf



Service and Parts Managers with Excell Facilitator



Gillman Acura Service Advisors

Gillman Companies Annual Charity Golf Tournament Played on November 10!



One of the most anticipated activities on the busy Gillman Companies schedule is the annual Charity Golf Tournament. Last year, 170 avid players took to the fairways of the Sweetwater Country Club in Sugar Land,

Texas for a full day of friendly competition and camaraderie. The field for the exciting 2008 version of this long-standing gathering is expected to be even larger.

Players, as they have in the past, will once again show their generosity. Tee-off date is Monday, November 10, for this stellar event.

The day of golf will be followed by a dinner, an awards ceremony, and a live auction.

Proceeds go, as always, to the Fort Bend County Women's Center. This worthy organization helps survivors of domestic violence, victims of sexual assault, and children. For 28 years, the Center has aided literally thousands of women in need, with shelter, education, support services, and counseling.

If you read this before November 10, you still have time to enjoy a great sporting event that benefits a truly excellent cause. Enter your team by calling 713-776-7044. Day-of-event entries will also be accepted at the Sweetwater Country Club on the morning of the tournament.

401 (K)orner

By Susan Elbel

Okay, the stock market has and may continue to drop by very large amounts. So this question has come up several times. **“Should I be moving my funds to a safer place?”**

I can only tell you what I heard a financial advisor tell his viewers, “Don’t panic.” Yes, the market is taking a big hit; however, it will recover. It will take a long time to recover but it will come back. If you move your money now, you suffer the loss. You still own the same number of shares in whichever fund you are in. The price is what is down. So if you

move it out while it is down, you are selling yourself short. I believe that patience is the best practice. Again, now is the best time to be investing all you can because the **prices are down**. Your contribution buys more at these prices. Here is the Sale of the Decade—40-50 Percent Off Sale. Stock up while stocks are down. It is the panic that causes a lot of the drop in the market. Just don’t join the jumpers.

So my answer to the question is just to leave it where you have it until the market recovers. Yes, it will take that long period of time, but isn’t a retirement plan for “long term?” Hang on tight because this roller-coaster ride is just getting started. Hold on!

Any question is welcomed:
selbel@gillmanauto.com.

Gillman Companies Expand Website Capabilities

The Gillman Companies were pioneers in the use of the World Wide Web for selling vehicles and building service business. The notion of a virtual dealership as opposed to a brick and mortar facility met with immediate management approval. By today’s standards, the first Gillman website was a primitive effort consisting of a few pages with limited images. It was effective, though, and generated additional sales from as far away as Alaska!

Working closely with their Web partner, *Dealer.com*, the Gillman Companies are well into the refinement phase of the latest iteration of their Web presence. It pushes beyond mere state-of-the-art levels. Vehicle inventories, service specials, online appointment setting, vehicle pricing, and company information have become standard content in sites for the retail automobile industry. The current Gillman presence encompasses all of that and a whole lot more.

One feature under trial is the “Walk-Around” video of used vehicles in the Gillman inventory. This strong visual presentation allows a prospect to view a selected car or truck from different angles and perspectives. It is a dramatic on-screen demo that Gillman



customers can use at their convenience.

Another powerful concept is the “Click-to-Chat” feature being implemented and tested at Gillman Honda Houston. A trained Gillman staff member remains online all day to provide immediate response to inquires, comments, customer input, and requests.

The Gillman website is now the organization’s number one Internet vehicle sales lead provider. Traffic is increasing on a monthly basis. It is a long way from the original site, and what is being done today is just a hint of what tomorrow will bring.

A Very Happy Birthday to:



October

Guardado, Michelle	10/01
Gonzales, Rudolfo	10/02
Tran, Thanh	10/02
Cano, Jr., Gregorio	10/03
Flores, Alfonso	10/03
Jaramillo, Hermelinda	10/03
Kapitan, Sergie	10/03
Mendez, Angel	10/03
Ortiz, Francisco	10/04
Pena, Rolando	10/04
Kellog, Jr., John	10/05
Alvarez, Jesse	10/06
Irshad, Fahad	10/06
Tims, Carey	10/06
Gavarrete, Manuel	10/07
Jimenez, Auncencio	10/07
Maggard, Skip	10/07
Wimbish, Stacey	10/07
Hulett, Jinfrey	10/09
Mata, Carlos	10/09
Soliz, Ricardo	10/09
Aimadeddine, Abdel	10/10
Alfaro, Francisco	10/10
Compean, Jr., Frank	10/10
Henderson, David	10/10
Kiang, Benjamin	10/10
Wartell, Micah	10/10
Kelso, Clara	10/11
Maldonado, Enrique	10/11
Turner, Altheria	10/11
Dunn, Janice	10/12
Robichau, Robin	10/12
Adereti, Bolarinwa	10/13
Enriquez, Jessica	10/14
Patel, Nadirali	10/14
Wordak, Mohammad	10/14
Fuentes, III, Ramiro	10/15
Gutierrez, Jason	10/15
Rodriguez, Jr., Juan	10/15
Torres, Ezequiel	10/15
Hernandez, Edwin	10/16
Absher, Charles	10/17
Eliserio, Melinda	10/17
Johnson, Martha	10/17
Khan, Mushtaq	10/17
Dill, Joseph	10/18
Rivera, Joe	10/18
Valdez, Jaime	10/18
Vukela, Barry	10/18
Webb, Katie	10/18
Zarate, Deborah	10/18
Claudio, Anthony	10/19
Northum, Kyle	10/19
Broussard, Jimmy	10/20
Durrani, Rizwan	10/20
Forehand, Keith	10/20
Noesges, Sandra	10/20
Adreon, Jarrod	10/21
Dickerson, Sharita	10/21
Perkins, Kevin	10/21
Vaesa, Clarissa	10/21
Ridings, Max	10/22
Borjas, Steve	10/23
Thomas, Tasha	10/23
Jackson, Robert	10/24
Sewell, Steve	10/24
Carrasco, Humberto	10/25
Zachary, James	10/25
Flores, Diana	10/26
Le, Minh Chieu	10/26
Leonard, Christopher	10/26
Rosales, Joe	10/26
Webb, Lew	10/26
Arenas, Marcos	10/27

Houser, Gregory	10/27
Silva, Fred	10/27
Campbell, II, Earl	10/28
Mayshack, Serena	10/28
Moreno, Jose	10/28
Cooper, Kimono	10/29
Archer, Valerie	10/30
Mousisyan, Albert	10/31
Pourassef, Afshin	10/31

November

Hanson, Gregory	11/01
Osborne, Anthony	11/01
Pho, Devin	11/01
Castillo, Jr., Frankie	11/02
Celis, II, Ted	11/02
Doster, Brandon	11/02
Ramirez, Maricruz	11/02
Williams, Kimberly	11/02
Guerra, Sergio	11/03
Jeter, Christopher	11/03
Kromah, Mohamed	11/03
Matheny, Christopher	11/03
Zelaya, Jose	11/03
Hughes, Brenda	11/04
Schroeder, Troy	11/04
Vazquez-Servin, Juan	11/04
Luna, Martha	11/05
Bickerstaff, Kurt	11/06
Chira-Jaen, Oscar	11/06
Barnett, Brad	11/07
Caballero, Norma	11/08
Cheng, Danny	11/08
Gutierrez, Eddica	11/09
Garza, Danny	11/10
Khan, Mohammad	11/10
Ortega, Mirian	11/10
Susen, Kayla	11/10
Baradziej, Christina	11/11
Drury, Bailey	11/11
Timney, Girard	11/13
Golsberry, Kelly	11/14
Mendoza, Alfredo	11/14
Standley, Bret	11/14
Yu, Kin	11/14
Hardy, Christian	11/15
Rios, Lisa	11/16
Rodriguez, Joe	11/16
Smith, Vincent	11/16
Rebollar, Janet	11/17
White, Charles	11/17
Elostaz, Mostafa	11/18
Mahoney, Richard	11/18
Meyer, Yvonne	11/18
McQueen, Ashley	11/20
Hernandez, Tino	11/21
Nielsen, Scott	11/21
Ponce, Karina	11/21
Earley, Peggy	11/22
Perkins, Terrance	11/22
Shahriari, Houshang	11/22
Beaumont, Deanna	11/23
Hamilton, Venita	11/23
Moreno, IV, Francisco	11/25
Prado, Joe	11/25
Bliss, Teresa	11/26
Cruz, Hector	11/26
D'Aryani, Rocky	11/26
Labadie, Kevin	11/26
McGinnes, Aaron	11/26
De Leon, Mary	11/27
Massicot, Marcel	11/27
Greenfield William	11/29
Martinez, Monica	11/29
Akinola, Peter	11/30

Arciniega, Fermin	11/30
Cassidy, Joe	11/30
Dinsmore, Gregory	11/30
Hodge, Dreike	11/30

December

Brewer, Jeffrey	12/01
Chavez Walmore	12/01
Collins, Peggy	12/01
Heidaker, Randy	12/01
Johnson, Wanda	12/01
Gibson, Greg	12/02
Olah, Steve	12/02
Belk, Sr., Joe	12/03
Carranza, Elmer	12/03
Flores, Francisco	12/03
Lee, Carol	12/03
Johnson, Brenda	12/04
Suiter, Nicholas	12/05
Gonzales, Elias	12/06
Ortega, Jose	12/06
Cockerell, William	12/07
Staton, Shane	12/07
Busch, Kenneth	12/08
McMahan, Connie	12/08
Chavez, Eulalio	12/09
Navarro, Connie	12/09
Williams, Eric	12/09
Boone, Daniel	12/10
Ingram, Leslie	12/10
Maldonado, Priscilla	12/10
Morales, Edward	12/10
Nekoobahr, Saeed	12/10
Rincones, Amy	12/10
Cavazos, Johnny	12/11
Nguyen, Tuan	12/11
Torres, Guadalupe	12/11
Washington, Jeffrey	12/11
Campos, Maria	12/12
Duane, Georgette	12/12
McChesney, Christopher	12/12
Pham, Gia	12/12
Reyes, Denis	12/12
Valenzuela, Hans	12/12
Johnson, Bonnie	12/13
Rogers, Joseph	12/13
Zaidan, Lydia	12/13
Cisneros, Nancy	12/14
Di, David	12/14
Martin, Gary	12/14
Merchant, Chris	12/14
Cortes, Aldo	12/15

Drummonds, Raheem	12/15
Rodas, Carlos	12/15
Bravo, Omar	12/16
Cabrera, Edward	12/17
Mejia, Jessica	12/17
Olson, Dustin	12/17
Benitez, Richard	12/18
Moreno, Jonathan	12/18
Rosalez, Susan	12/18
Vasquez, Jimmy	12/18
Carter, Linda	12/19
Hassan, Syed	12/19
Ruiz, Corrina	12/19
Casaverde, Juan	12/21
Castaneda, Rane	12/22
Harvey, Peter	12/22
Thrasher, Ken	12/22
Wise, Erica	12/22
Alvarez, Julian	12/23
Alvarez, Victor	12/23
Costabile, Kyle	12/23
Gonzalez, Stan	12/23
Duque, Sergio	12/24
Fernandez, Regulo	12/24
Moscoso, Eric	12/24
Robison, Douglas	12/24
Wong, Kristopher	12/24
Gillman, Christopher	12/25
Sanders, Christopher	12/25
Aguillon, Francisca	12/26
Florete, Mario	12/26
Ghazi, Salaheddine	12/26
Gonzalez, Juan	12/26
Perez, Robert	12/27
Salinas, Xavier	12/27
Silva, Manny	12/27
Sharifi, Shervin	12/28
Delos Santos, Michael	12/29
Murr, Chet	12/29
Reed, Adam	12/29
Stecker, Christopher	12/29
Chiu, Gary	12/31
Chowdhury, Rakanuzzaman	12/31
Cortez, Sidney	12/31
Gonzalez, Mario	12/31
Hammad, Emran	12/31
McCutchan, Joseph	12/31
Nguyen, Tom	12/31
Smith, Jon-Corey	12/31

Employee Anniversaries

Name	Company	Hire Date	Years
Thomas, Paul W.	Acura	10/01/1998	10
Duran, E. Marcelo	Honda South	11/01/1998	10
Romero-Montesinos, Rolando E.	Acura	11/06/1998	10
Dickerson, Sharita L.	Gillman Services	11/17/1998	10
Taha, Emad T.	Acura	10/07/2003	5
Socarras, Jesus	Honda South	10/25/2003	5
Gavarrete, Manuel E.	Mitsubishi San Antonio	10/27/2003	5
Cobb, Sandra S.	Mitsubishi North	11/14/2003	5
Ponce, Karina M.	Honda of Ft. Bend	12/02/2003	5
Randall, Matt L.	Acura	12/03/2003	5
Wilson, Patrick F.	Honda San Antonio	12/11/2003	5
McMahan, Connie	Honda San Antonio	12/20/2003	5

Grillman BBQ Team from Gillman Nissan Takes First Place in County Fair Cook-off

As a vital ingredient in the effort to be an exceptional corporate neighbor, Gillman staff



Greg Cano and Roland Flores, Jr., show trophies won by the Gillman Grillman BBQ Team.

members participate in a wide array of community-oriented events and civic activities. Being part of the annual Fort Bend County Fair is another example of that long-time Gillman tradition.

This year, the Gillman Grillmen from Gillman Nissan formed a cooking team and became a powerful entry in this annual competition. These outdoor chefs won first place in the Chili category, then took ninth place in Beef Brisket, eleventh place in Fajitas, eleventh place in Pork Ribs, and seventeenth place in Chicken.

Grillman BBQ Team members included Roland Flores, Jr., Greg Cano, Heath Zatopek, and Larry Kinane. Sylvia Flores aided and abetted the team effort and helped them to victory.

Way to go, Grillmen!

Stacey Gillman Wimbish Elected to Mitsubishi Southern Territory District Dealer Advisory Board



Stacey Gillman Wimbish was elected to serve on the Mitsubishi Motors of North America (MMNA) Southern Territory District Dealer Advisory Board. In this position, Stacey will be an advisor to MMNA management and represent Mitsubishi

dealers in the Southern Territory.

Way to go, Stacey

Gillman Honda of Fort Bend Service Personnel Striving Toward Earning Awards

Troy Schroeder, Gillman Honda of Fort Bend Service Manager, has announced that Chris Hardy, a service advisor, and John Moreno, a service technician, are making rapid strides toward gaining Honda professional recognition in their fields.

Keep up the good work, guys.

Gillman Mitsubishi North First in Service CSI in District

Gillman Mitsubishi North Service Manager Mark Melton was notified that the Service CSI for his dealership was first in the District for the month of September 2008. With a score of 992, this outstanding team has set the stage for future success.

Way to go!

A Special Thanks for Contributing to the Gillman Newsletter Goes to:

Elizabeth Solis Carrillo, Scott Dupons, Susan Elbel, Amy Griffin, Randy Khalaf, Brent Koenig, Jana Kusin, Mark Melton, Troy Schroeder, Jody Valentine, Tony Webb, and the great Gillman team!