

First Team Auto Group

WINTER NEWS 2013/2014



On February 11th we added Kia to Our Team!

Located at 6970 N. Military Highway in Norfolk,
First Team now represents 4 cities in Virginia and 3 in Tidewater!

A big thanks goes out to **Joe Gardner** who moved from Toyota to Kia as General Manager of Sales, **Randall Turk** as F&I Director and **Tommy Austin** as Sales Manager.

We Welcome Many New Members To Our Team from Kia!

Charmin Anderson, Joseph Collins, Jonathan Daniels, Ernest Early, Kimberly Evans, Edward Flick, Joan Gordon, Sarah Lambert, Yvonne Lancaster, Falicity Maillie, Tyri McCall, Tyler McNeill, Minu Nianda, Christine Nichols, Lawrence Phillips, Roger Sessor, Christina Smith, Joshua Tersigni, Donovan Wiggins, and Marcus Woods.

Thanks for being a part of our team!

Ashton Lewis, Jr. Explains His Vision and Our New Logo For the East



“Our Goal Is To Be *First* In the Marketplace and We Believe We Can Achieve That By Working Together & Putting the Customer *First*.”

The decision to change our logo was made after much debate. The #1 is significant in two ways. We want our logo to represent our goal to always put our guests “First.” Also, we want to be #1 in all areas in the marketplace.

To achieve this, we placed a “1” in the center of the orange triangle and we replaced the “I” in FIRST with a “1.” Every time you see our logo, I want you to see our commitment to being number #1 and our commitment to putting the customer first. Don’t ever forget it! If you or your team aren’t performing at their best, then you aren’t helping us achieve our goal. Our logo is now like looking in the mirror. When you see it, ask yourself, is my team, and more importantly, am I, working every minute of every day to be the best WE can be? “Am I putting the customer first?” We need to commit ourselves to always answer this question with a resounding, YES!

This commitment is also expressed in our new company slogan, “*You First*.” Although we are still, “*the better way to buy*” our slogan needed to better explain what “the better way” meant. The better way is achieved by putting our guests’ needs and wants first. So we simply summed this up with our commitment to always put, “You First.”

Now that you see the “1” in First and you know our commitment to be #1 in everything we do, what do you think the triangle represents? If you guessed “the uphill climb to the top”, then you were right! Last year, we weren’t the # 1 Honda, Toyota, Chevrolet, or Mazda dealer in our markets. We didn’t have the top producing service, parts, or collision centers.

But now when you look at our logo, I want you to be encouraged that we are moving upwards! This represents the mountain we must climb every day to achieve # 1 and we will get there as a TEAM!

We *will* increase our companies performance in every single department. We will do this through increasing sales, service, and collision along with better management of our expenses.

I will end with a quote by the late great Dale Earnhardt, “*The winner ain’t the one with the fastest car, it’s the one who refuses to lose.* “

If we refuse to lose, and work as a TEAM every single day to be the best we can be, we *will* achieve being #1!

Ashton Lewis, Jr.
C/O/O

SSSE Banquet

February 10, 2014



2013

had the largest numbers of sales associates to reach **SSSE status** yet!

22 Salespeople sold 144 or more units last year!

A banquet was held in their honor at

Ruth's Chris Steakhouse at Town Center in Virginia Beach.

Special kudos to our Silver Achievers,

Keith Morris, Horatio Doregos, and Keith Kelso,

all of First Team Auto Mall in Roanoke.

Top billing went to

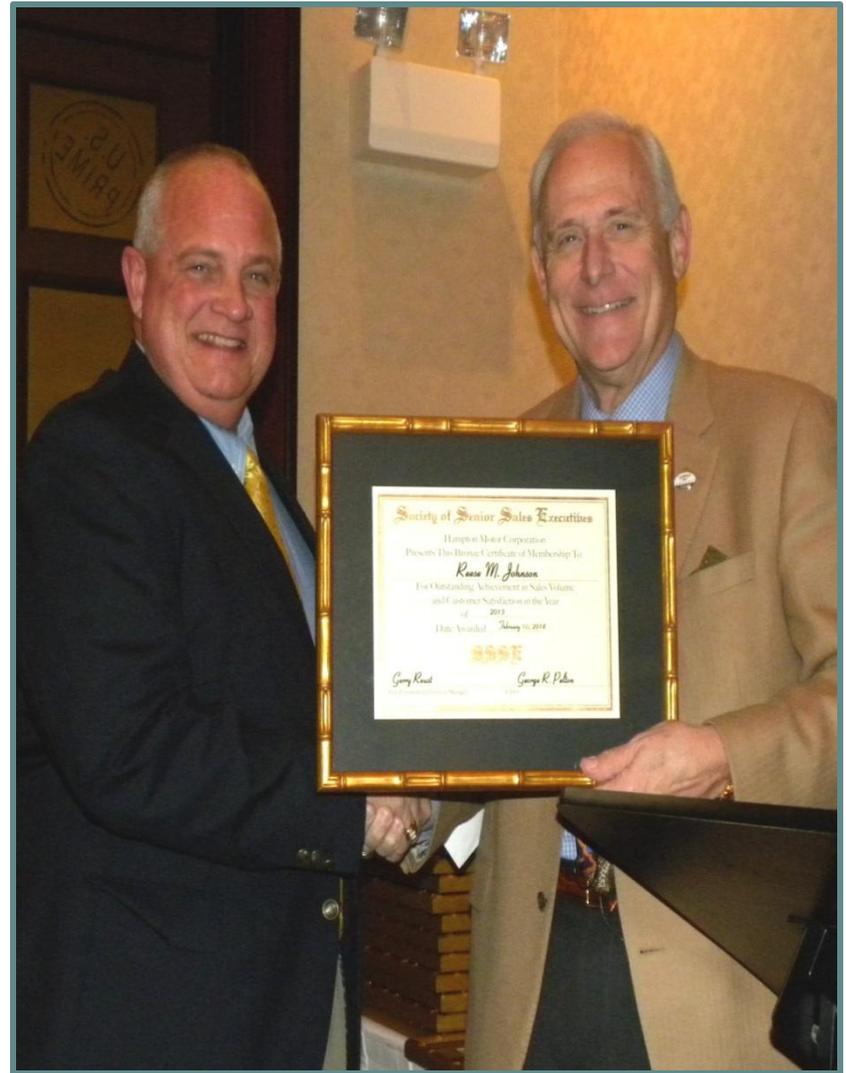
Gold Winner, Chris DeMaar of

First Team Toyota in Chesapeake, with 287 1/2 units!

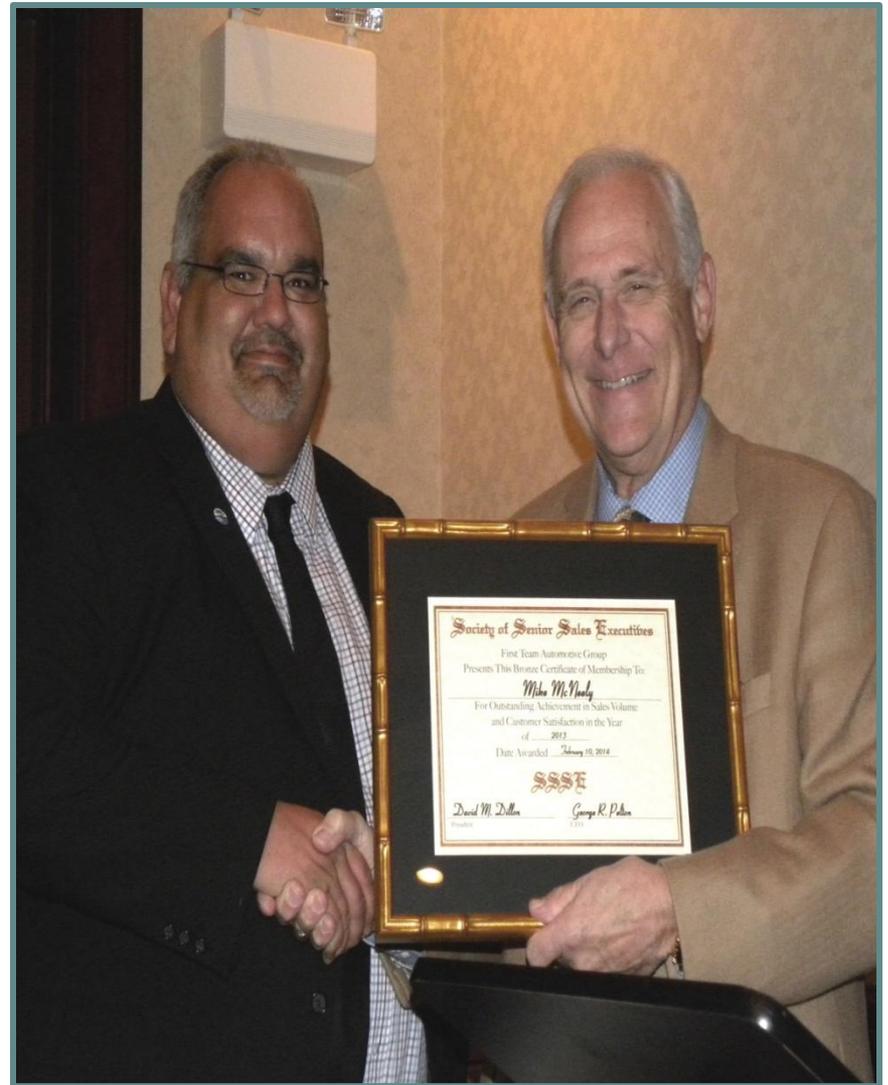
(Photos of the winners follow.)

(Not Pictured are SSSE winners **Horatio Doregos** and **Brad West** of Roanoke who were unable to attend.)

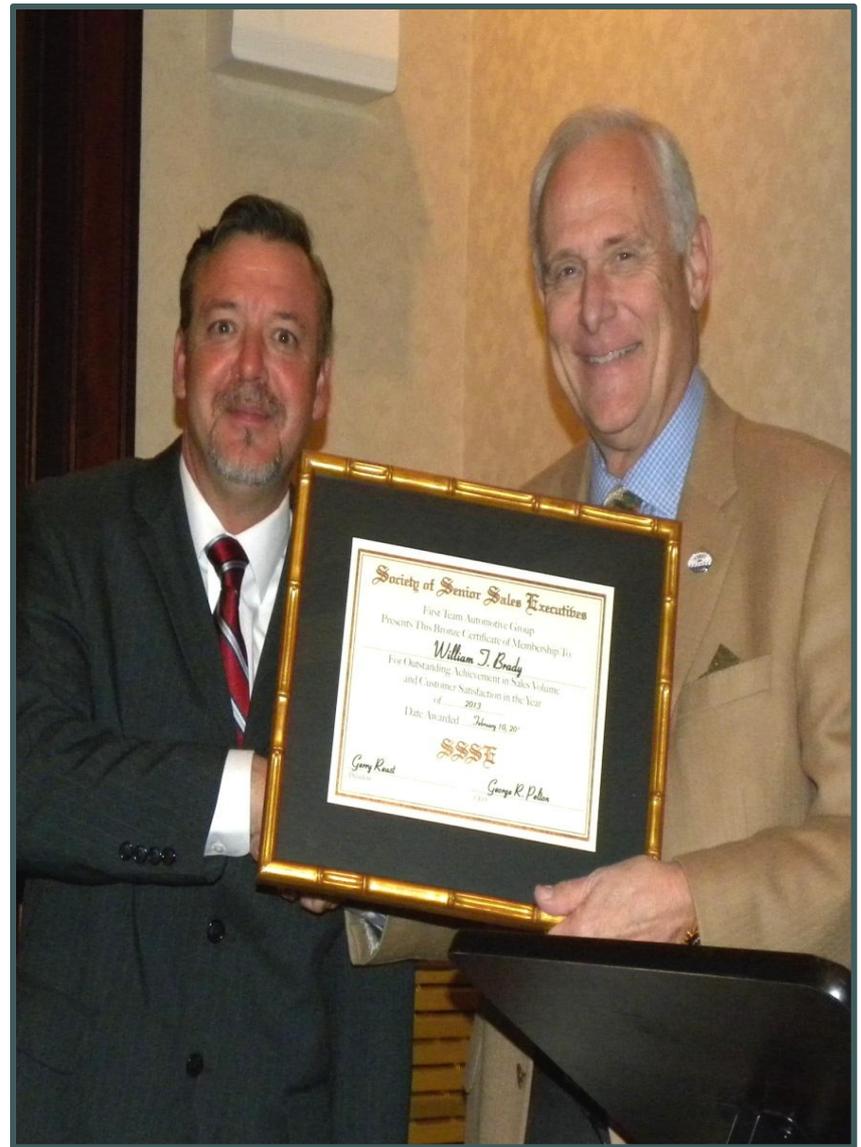
Congratulations Everyone!



Top left, Kenny Martin of Roanoke. Top right, Reese Johnson of Hampton.



Top left, Austin Mundy of Roanoke. Top right, Mike McNeely of Roanoke.



Top left, Abe Kent of Hampton. Top right, Tommy Brady of Toyota.



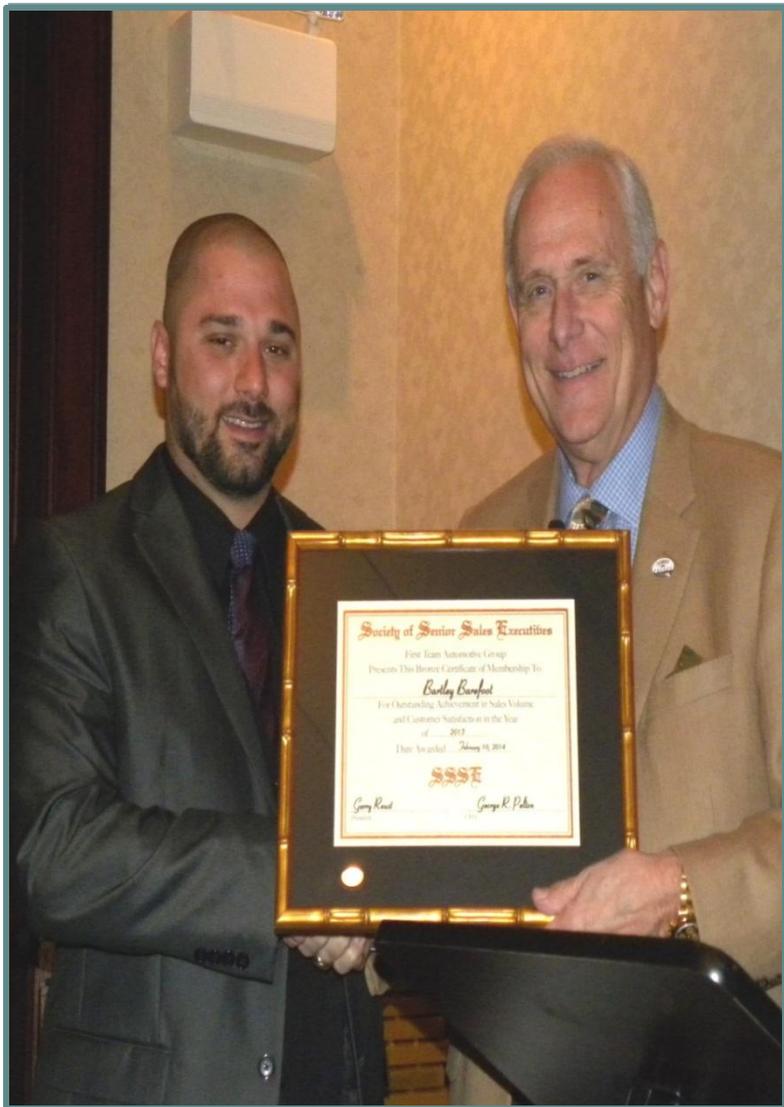
Top left, Richard Burke of Roanoke. Top right, Mike Varnell of Toyota.



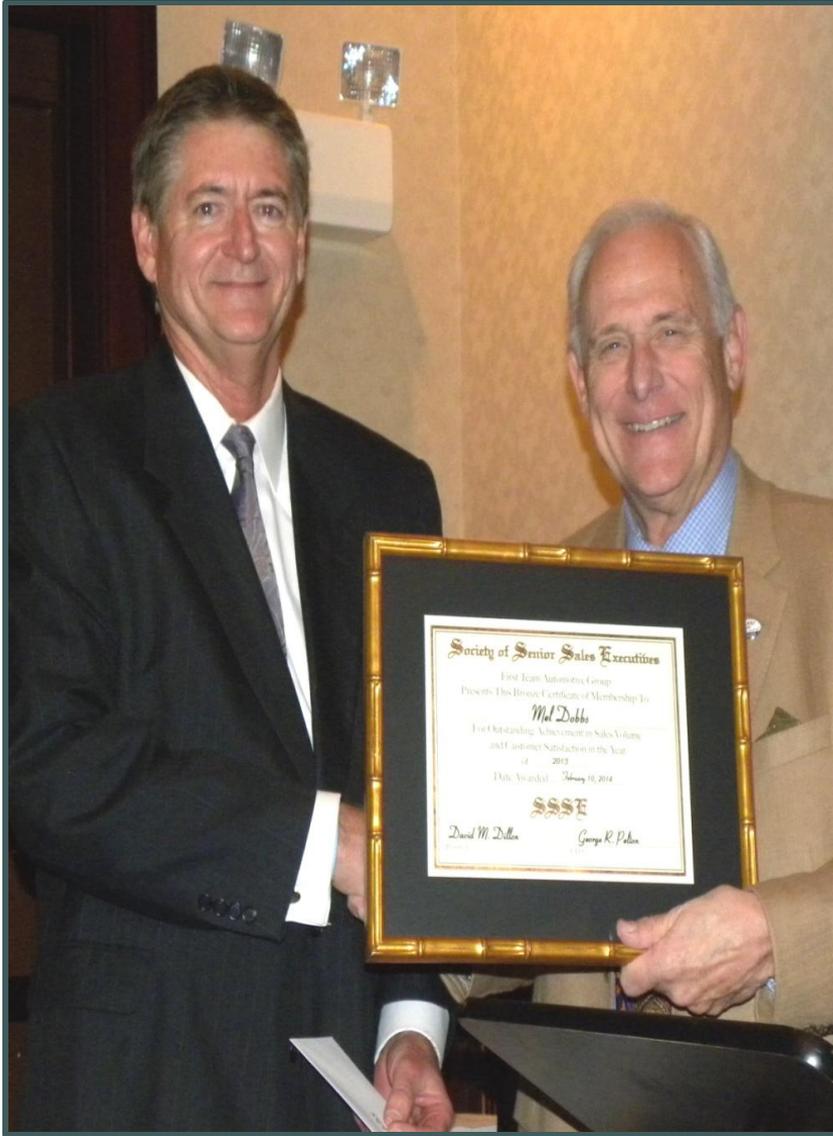
Top left, Bill Scott of Roanoke. Top right, Linda Hamelberg of Roanoke.



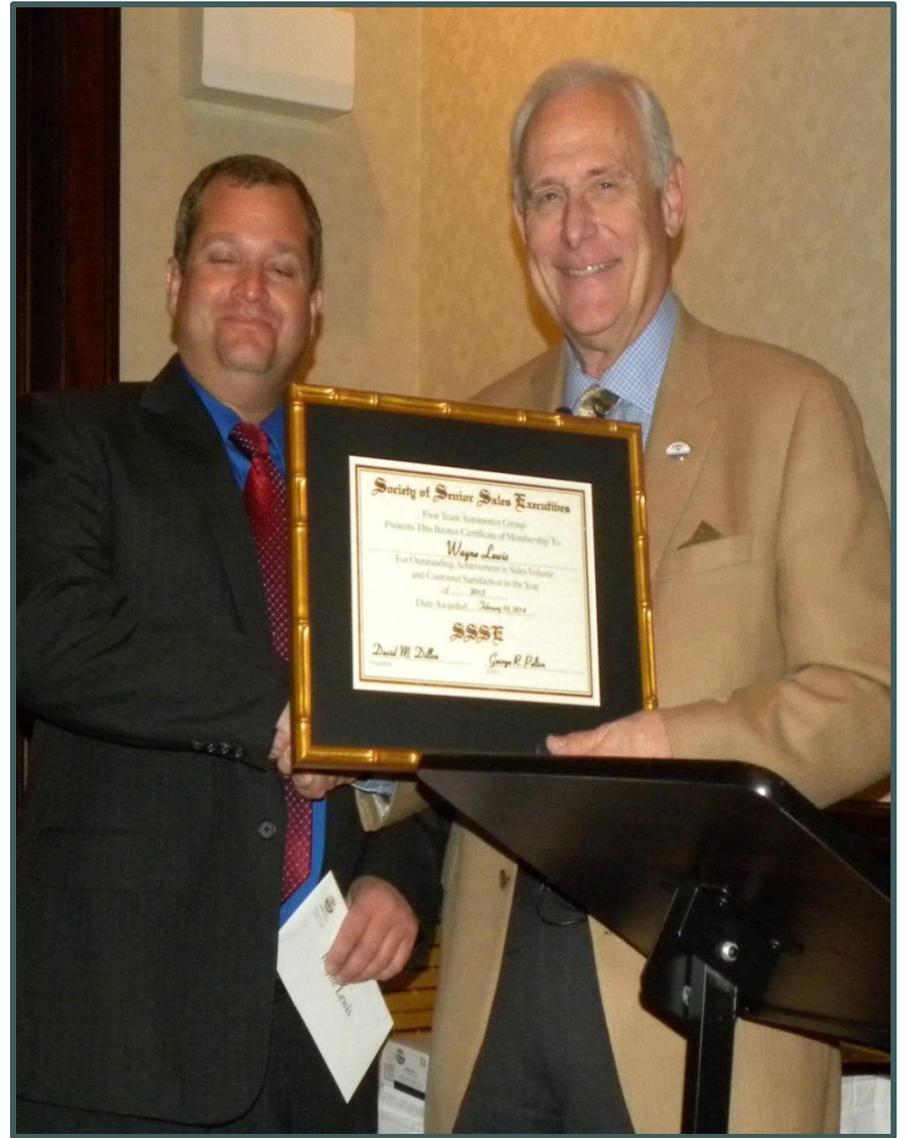
Top left, Wayne Ferrell of Hampton. Top right, Mike McCoy of Toyota.



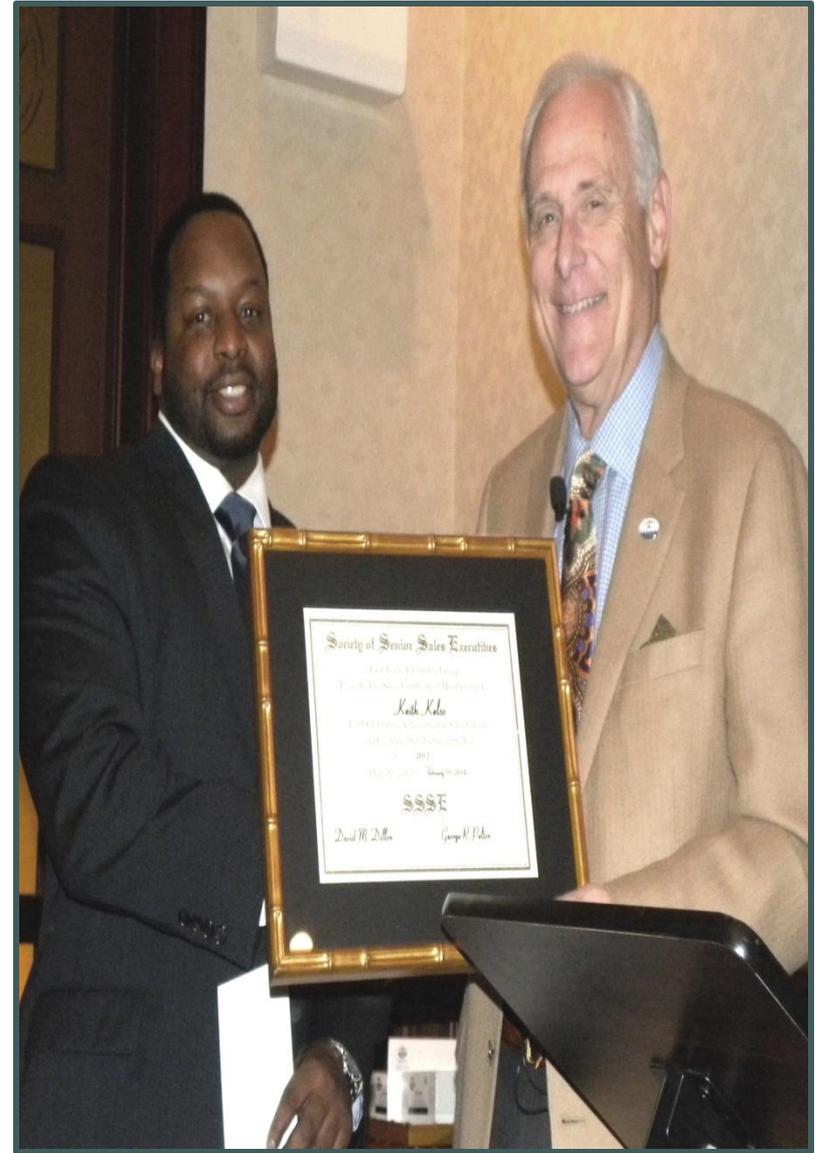
The many faces of Bartley Barefoot of Toyota.



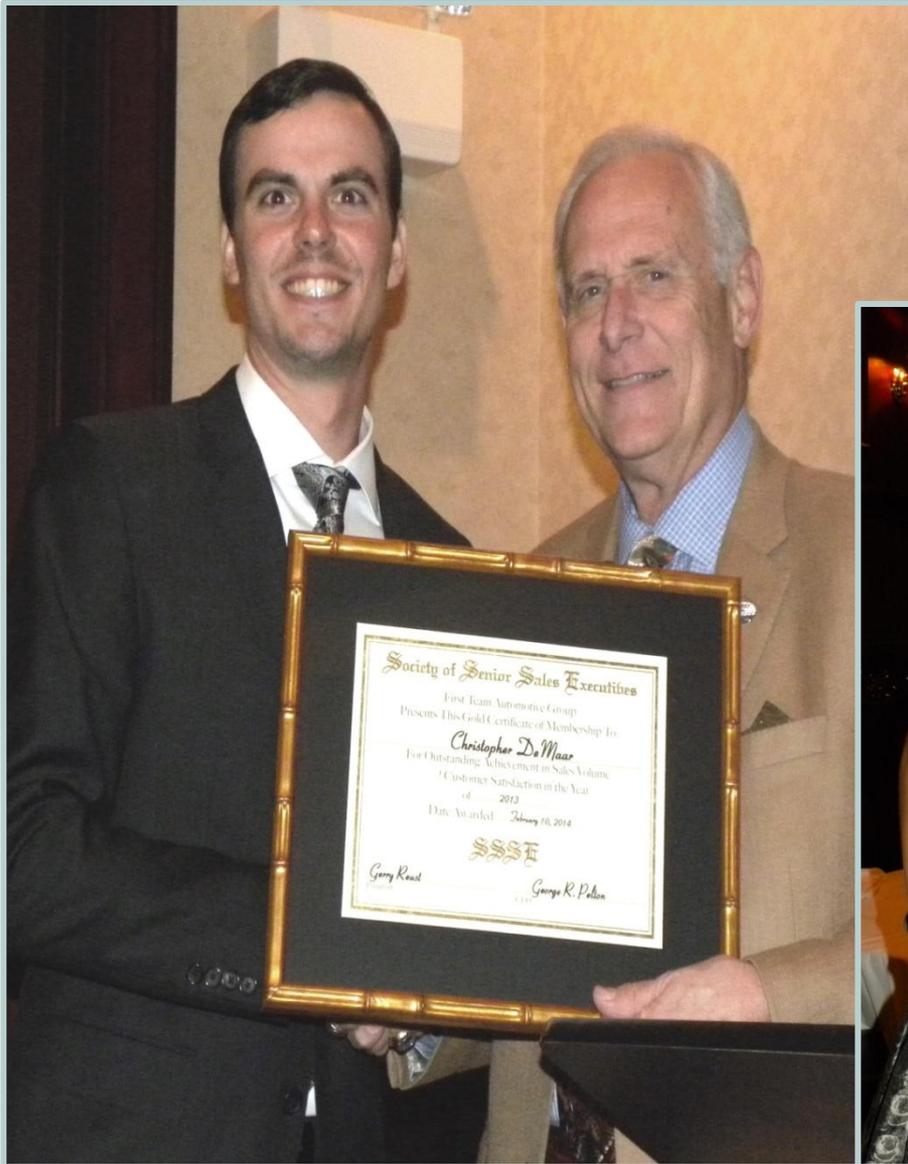
Top left, Mel Dobbs of Roanoke. Top right, D. A. Young of Honda



Top left, Scott Gallagher of Toyota. Top right, Wayne Lewis of Roanoke.



Top left, Keith Morris of Roanoke. Top right, Keith Kelso of Roanoke.



Chris with fiancé,
Amanda Reust,
middle. With George
Pelton left, Joe
Gardner right and
Bartley Barefoot
bottom right.

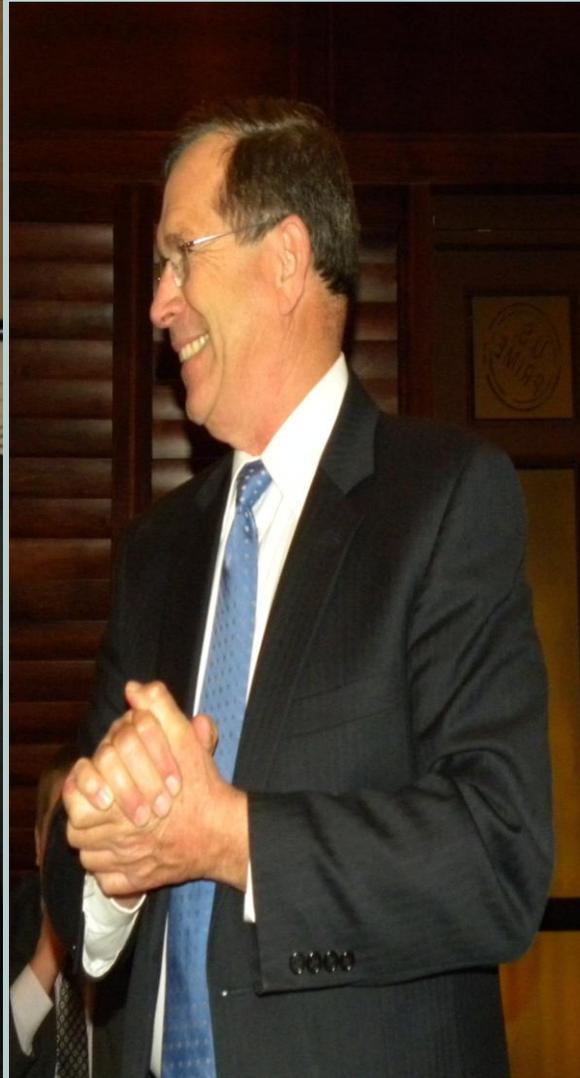


Top Sales Associate 2013 – Chris DeMaar!



First Team Toyota Sales
Looking Good!

Below left: Joe & Tamara Gardner. Joe, formerly General Manager of Sales at Toyota, has just joined the Kia Team! Middle, Mr. Lewis shares his appreciation for our top salespeople! Right: Mike & Anne McCoy.



Chacha-
chacha-
-chow!



What Does the Fox Say?

The Car Fox came to Hampton Chevrolet-Mazda!
He danced at the road for advertising. Employees had a
great time dressing up as the Car Fox!

Fraka-kaka-
kaka-
Kaka-kow!



A-hee-ahee
-ha-hee!



Hampton Demonstrates Real Team Work!



On a misty, overcast Saturday morning, HMC employees joined forces to install a ramp for one of our own. Many thanks to Louis Latham and Josh who did all the preplanning and pre-assembly work so that the ramp could be installed in one morning. It's great to work for a company that has such a "big heart."



The Ramp Built with Love

"This week the ramp built and installed for our son James will be going to a new home. Even though he was only able to use it for a short time it was greatly appreciated. Heartfelt thanks to my co-workers and First Team family for their generosity for the ramp built with love."

Kathy & Allen Nelson & Family

First Team Toyota Announces Employee of the Quarter & Year During its Annual Christmas Luncheon



**Scott Gallagher
Employee of the Year!**



Left: Scott Gallagher with Ashton Lewis, Jr. Top middle, Scott celebrates being awarded Employee of the Year with his famous bird dance! Middle right: Stephan Jones accepts award from Ashton Lewis, Jr. Right: Sherri Woody and Ashton Lewis, Jr.



**Stephan Jones &
Sherri Woody
Employees of the Quarter!**





The festivities continue!



Congratulations to
First Place Winner,

**James
Perales**

in First Team
Toyota's Tool
Box Decorating
Contest!!

*“Santa’s Secret
Retreat”*

Music played in the
background “Santa’s Going
South for Christmas.”



Congratulations
to

Steve Edwards

Second Place
Toolbox Winner

Replete with a
working chimney,
bubbles and a
roaring fire!



Third Place Tool Box Tie!
Congratulations to
Ron Scott & Zac Hoke





*Everyone's
a Winner!*

**EVERYONE
WHO
DECORATED
THEIR
TOOLBOX
RECEIVED A
GIFT CARD
TO WAWA'S.
THANKS
FOR
PARTICIPAT
ING!**





First Team Honda

**Celebrates Employees
of the Quarter and
Year during its annual**

Christmas Luncheon

CONGRATULATIONS TO

EMPLOYEE OF THE QUARTER,

**CARLTON
DAVIS**

*AND
EMPLOYEE OF THE YEAR*

**KENT
MATTHEWS!**



Honda's Employee Luncheon

A delicious feast of turkey, pulled pork and beef brisket was provided by Beach Bullies. Employees brought an array of side dishes to compliment the meal. Those employees who lucked out with winning raffle tickets, took home an array of great gifts from DVD players to digital frames.





Congratulations to

**Damon
Everett**

First Place Winner

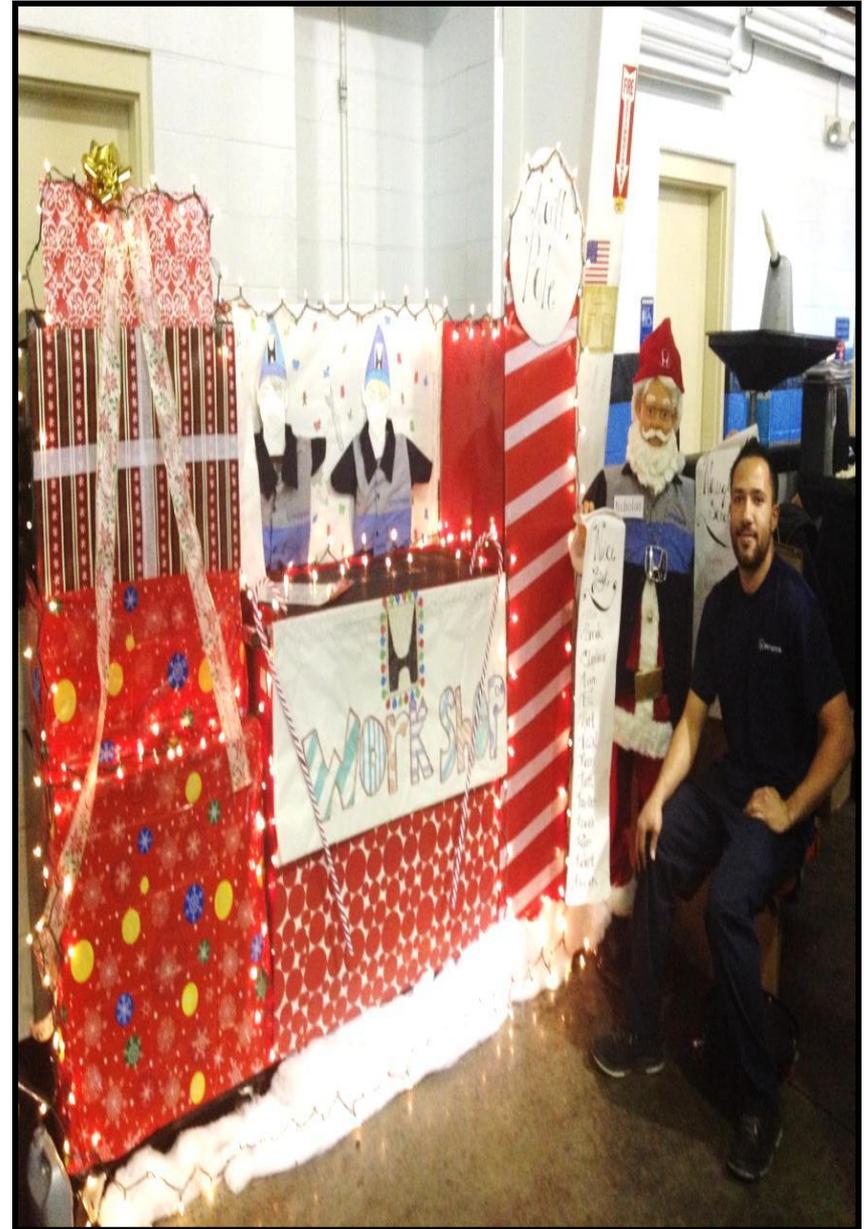
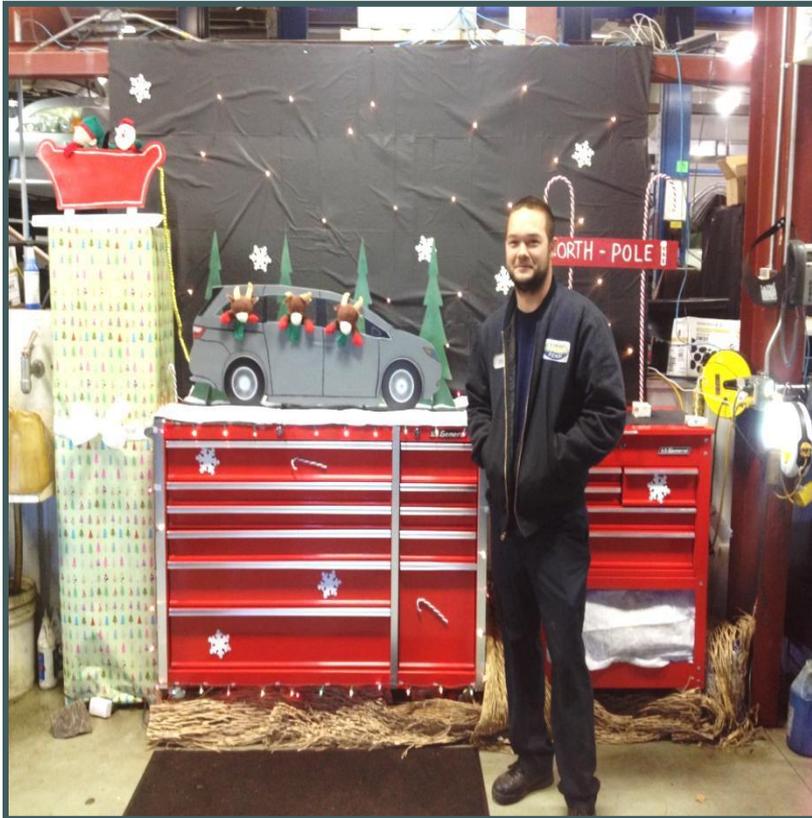
**in First Team
Honda's**

**Toolbox Decorating
Challenge!**



Second & Third Place Winners in First Team Honda's Toolbox Decorating Challenge

Second Place went to **Patrick O'Reilly** at right
and below, **Devon McIntosh**, took third place!
Great Job Everyone!





More Contenders in the First Team Honda Tool Box Decorating Contest

Top Row: Brian Zaiko, Gene West, and Parker Matthews. Bottom Row: Kent Matthews and Mert Corprew.





Tool Time at Honda!

Our Outstanding Employees!

***Congratulations to
Tom Vest and
Stephanie Scales*** who
earned Excellence with
Toyota for 2013!

*The 2013 Service, Parts, CR and Collision
Center Excellence Banquet & Event will be held
in the winners honor on May 16 - May 18,
2014 at The Hyatt Regency in Cambridge, MD.*

This is Tom's 4th year to earn Excellence with
Toyota!



***Congratulations to
Patrick O'Reilly***
who received his 100% Honda-Trained
and Certified plaque! (Pictured above with
Craig Champion.)

Dale Carnegie Training

Congratulations to

**Ron Foxx, Steve Cook
and Craig Champion**

(You silver-tongued angels you)

on their Dale Carnegie training
graduation.

**Combined they won 6
speaking awards!**

Cranking up the Volume!

Congratulations!

**First Team Auto Mall
in Roanoke was # 8
in the state
for volume in February!**

**Great Job
Guys!**



Appreciation for George Pelton !

August 2013 marked
25 years that the First
Team Auto Mall has
been keeping
Roanokers on the road
in style!

On October 1, 2013,
employees honored
George at the Hotel
Roanoke celebration
with this crystal globe
for 25 excellent years!



What is a good man?

A good man is HONEST and
TRUSTWORTHY.

A good man is DECISIVE

A good man is FAIR.

A good man is CONFIDENT and
BOLD.

A good man HAS A GREAT
WORK ETHIC.

A good man is CARING.

A good man is HUMBLE.

On behalf of all the First
Team/Prestige/Star City/Ride
Today employees, Mr. Pelton,
you are a good man!