

THE STREET VOLKSWAGEN NEWS

DECEMBER 2019

MONTHLY COMPANY NEWSLETTER

Vol. II

FROM THE DESK OF JOHN LUCIANO: 2020, THE YEAR OF VOLKSWAGEN

Once again, I'd like to start this note by thanking everyone for what you do. I've said it many times and I'll say it forever, this dealership would not be the same without you here doing the best job you all do daily. I appreciate each and every one of you, for your hard work and your talents. I'm not kidding when I say that our store is known throughout the country for many of the things we do here at VW and in our community. We're known for putting our customers and employees first because that's what we're supposed to do. We work in an environment where people need to be our priority, there is absolutely no way we could do anything around here without our fantastic customers and our amazing employees, so again, thank you all for being you!

As some of you saw a couple weeks ago, we had a team here checking our store out and getting us prepared for the electric evolution that will transform Volkswagen into a bigger and stronger brand. The next 12 months are going to be great, getting our store ready for our first electric Volkswagen model.

Like the title of my note says, "2020, The Year of Volkswagen." I truly believe that 2020 is going to be bigger and better for all of us, not just the brand, and not just one department but everyone working here. The attitude around here is always so positive, so please continue to be positive. If someone asks you or your department for help, please help them, don't shut them out or kick them out of your office, if you can't help, help them find the person who can. My door is always open. I love hearing our guests compliment you all on your smiles and your fantastic attitudes, so keep it up!

As you guys have heard me say, especially this time of the year, it's important to reach out to loved ones and mend the fences that have been broken. It's the best time of the year to reach out to someone and tell them you appreciate them and tell them that you forgive them and that you love them, or that you can't even remember why you both parted ways. It's a great feeling to reconnect with someone you were once close to.

2020 is here and that means it's time to start fresh and start clean. Are you ready to let something or someone go? Let them go. It's okay to put yourself first because if you're not okay, then people around you will notice and moral will drop. Do you have a resolution? Some people feel that having a resolution is a waste of time, but I encourage you to write out 5 things you want to accomplish on a sheet of paper, keep it safe and as the year roles by, mark off your accomplishments. The satisfaction of your hard work is always a great feeling. Start by doing something small like making your bed in the morning. It's a small task, but once you make your bed you have successfully accomplished something that day and the day hasn't even started. Continue that throughout the day. Keep going and keep being great.

Finally, I'd like to cover some housekeeping rules that have been forgotten. Please be careful while driving on our lot, don't drive too fast, because we have many employees and guests out and we don't want anyone getting injured. **Remember, the snacks and drinks, including the water in the coolers out in the showroom are for our guests.** Please use the refrigerators in our break rooms to keep your drinks and we do have two water fountains near our back break room. Remember to look your best when you come to work or when you need to stop in for something because you never know who you'll run into. It could be a customer that needs help and you want to make sure you look your best and work here. Please and thank you.

Again, thank you for a great 2019, now let's make 2020 bigger and better!

Happy New Year!

John Luciano



LIVING WITH DREAMS, GOALS & HOPE

By: Danny Mize, Staff Support | 806.236.0582 | danny4street@gmail.com

Dreams – Goals – Hope

Which is the most important?

If you are not ready to pick one over the other, welcome to the club! I believe that **all three are vital** to moving from one day to another, or for making the leap from one year to the next.

Without **dreams**, the early world explorers would never have left port. Without **goals**, those explorers would never have discovered new worlds, new people, and life-changing treasures. And, without **hope**, it would have been tempting to turn back to the safety of home in the face of the first major storm.

Once you have allowed yourself to **dream**, identified some **goals**, and determined to live with **hope** – don't stop there! Keep on! As Ray Kroc, the man behind the McDonald's food business, put it:

"Press on. Nothing in the world can take the place of **persistence**. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

DECEMBER EMPLOYEE OF THE MONTH: JOHNNY FRANCISCO



Congratulations to JohnnyLee Francisco for being named Street Volkswagen of Amarillo's Employee of the Month for December 2019.

Johnny is a Sales Consultant and is fairly new to the automotive industry, but has made a mark already at Street VW. He is a quick learner and has on multiple occasions had a Hat Trick.

In case you don't know Johnny, he is the guy that walks around here smiling and giving compliments left and right to everyone. Even if you're rude to Johnny, he'll find a way to make the situation a positive one.

When Johnny isn't at work, he loves to spend time with his family, friends and at church. He loves to cook and is excited to learn to make Sushi.

Way to go Johnny, we are all so proud and we're all rooting for you!

BANANA MONKEY BREAD

By: Ashley Parks



INGREDIENTS:

- 1/4 cup white granulated sugar
- 1 1/2 teaspoons ground cinnamon
- 2 bananas, mashed
- 1 teaspoon vanilla extract
- 1/3 cup of honey
- Cooked Topping to be melted in microwave or top of stove:
- 1/2 cup brown sugar
- 2 teaspoons ground cinnamon
- 1 stick butter or 8 tablespoons or 1/2 cup

INSTRUCTIONS:

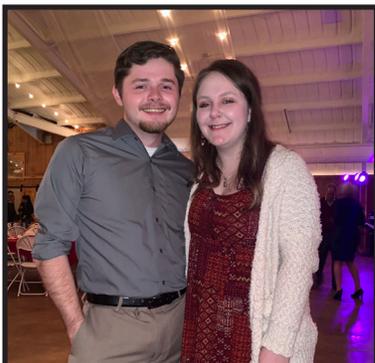
Cut each biscuit in half, roll each half into a ball with your hands. Combine the 1/4 cup white granulated sugar and the 1 1/2 teaspoons ground cinnamon in a bowl and mix well. Dip each round biscuit ball in the mixture.

Combine brown sugar, ground cinnamon, and butter in a bowl and melt in the microwave. Once melted, stir in mashed bananas, vanilla extract, and honey. Drizzle half of the melted butter and banana mixture over the biscuits in the Bundt pan. Add the second layer of biscuits and pour remaining half of banana mixture over top.

Bake at 350 degree oven for 35 to 40 minutes.

Let cool for 10 minutes and remove from pan. Makes 8 servings.

STREET AUTOMOTIVE GROUP CHRISTMAS PARTY



VOLKSWAGEN REVEALS WHY AMERICANS LOVE SUVs – AND WHY THEY’RE THE FUTURE

Volkswagen Newsroom (US Media Site)



Sport utility vehicles are having more than a moment. Accounting for more than half of all new U.S. vehicle sales, Americans’ appetite for SUVs have steered automakers into an arms race to produce more and more of them, in increasing numbers of niches. It is no coincidence that Ford and Volkswagen will enter the long-range EV market with compact SUVs rather than conventional passenger sedans. Volkswagen predicts this trend is unlikely to end, barring a severe economic shock

In a survey 1 polling 1,000 U.S. SUV drivers, Volkswagen found that nine out of every 10 current SUV owners (87 percent) plan to stick with the vehicles for life, citing safety and comfort as two key features driving their SUV purchases. Ninety-four percent also agreed that they feel more confident on the road overall when driving an SUV— a big driver in their purchasing decisions.

“This survey confirms that our current portfolio of SUVs aligns with what consumers are prioritizing here in the U.S.,” said Hein Schafer, Senior Vice President, Product Marketing and Strategy for Volkswagen of America, Inc. “All of our SUVs rank high on independent measures of comfort, safety and passenger space within their classes, and we’re focused on those priorities as we develop new entries like our upcoming compact SUV that will slot in below the Tiguan.”

In addition to the rise in public SUV sentiment, the survey uncovered two additional trends with major implications for the next generation of automotive consumers:

SAFETY & COMFORT

9 in 10
SUV owners say they **expect to only own an SUV** from now on.

96%
of owners ranked SUVs as the **best vehicles for your money.**

68%
of drivers rate **safety and comfort** as the highest priority features when it comes to SUVs.

Gen Z and Millennial Drivers’ most valued features aren’t design or performance, but safety

For Gen Z and young Millennial SUV drivers (ages 18-34), safety ranks first as the most important feature of their SUVs. The Volkswagen survey found that 43 percent of younger SUV drivers are more likely than other generations to value their SUV’s handling on rough roads and overall safety.

Comparatively, 76 percent of SUV owners over 55 years old value comfortable seating foremost among vehicle features.

THE NEW AMERICAN LIVING ROOM

+80% of parents say they have **family discussions** in their SUV.

* Survey Methodology: 5-minute online survey among n=1,000 SUV owners in the U.S. (n=500 men, n=500 women), defined as those who own or lease an SUV and identify an SUV as their primary vehicle. Field dates: September 19-24, 2019. Margin of error: ±3.1%

Families are foregoing living room discussions for SUV dialogues

The survey also found that the location for important family discussions has literally hit the road. Rather than resorting to the living room or dining room table, more than eight in 10 parents say they are having important family discussions in their SUVs, creating a new space for family time, whether they are on the way to school or on a family road trip.

Ninety percent of parents who took the survey agreed that they expect to continue to own an SUV from now on and use their SUV as a place for family discussions. Along that same vein, the survey found that SUV owners with a third row are more likely to have family discussions take place in their SUV (75 percent vs. 60 percent of owners without a third row), while younger SUV owners (18-34 and 35-54) and parents are more likely to use their third row on a daily basis.

“As we look to the future of Volkswagen, and the direction we are mapping out for our lineup, we understand that appetites for certain capabilities of SUVs evolve. This includes EV options in the SUV market,” said Schafer. “Taking into account the features that we know consumers are looking for in upcoming models, we’re eager to bring a price-conscious, thoughtfully-designed, and long-range electric SUV to the U.S. market in the near future.”

To read more or other stories directly from the Volkswagen Newsroom, please visit: newsroom.vw.com

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15 THINGS YOU CAN DO IN 2020 THAT WILL MAKE YOU A BETTER PERSON

1. Focus on a Passion, Not the Way You Look

Influencer Mik Zazon, who's on a mission to "normalize normal bodies," tells Parade, "... I want to inform readers that resolutions are in fact NOT an invitation to start a diet or a workout plan but a beautiful reminder that a new year can bring new life to our passions."

2. Work out to feel good, not be thinner.

Instead of obsessing over the scale, obsess over how amazing you feel since you started being more active. Numbers don't mean much.

3. Stop gossiping.

Don't be that person. Spread positivity.

4. Give one compliment a day

You never know—it just might make that person feel a whole lot better.

5. Go a whole day without checking your email.

Nobody's going to die. It can wait until tomorrow.

6. Do Random Acts of Kindness

Norbert, the famous therapy dog, reminds us that anyone can be kind, and it costs you nothing.

7. Read a book a month.

Haven't you heard? Reading is good for your brain, it can reduce stress, and it can improve your memory and concentration.

8. Go someplace you've never been.

Step outside of your comfort zone and do something daring. It's good for the soul and forces you to learn new things.

9. Clear out the clutter.

Clutter is literally bad for your health. Research says it stresses you out. Make 2020 the year of organization and cleanliness.

10. Turn off your phone one night a week.

You're sleeping anyway. You don't need it!

11. Reduce your waste.

Some research says that the average American produces over 2,000 pounds of trash every year. Gross. Reduce your waste by ditching paper towels in favor of rags you cut up from old towels and clothes. Another easy switch is reusable grocery bags. It makes a difference!

12. Volunteer.

Not only is volunteering good for your own mental and physical health, but you're doing something kind and selfless for others.

13. Travel on a small budget.

"Traveling on a budget is all about flexibility and being willing to sacrifice a bit of comfort and luxury in favor of seeing the world and the life-changing experiences that travel comes with," says Eli Solidum, The Partying Traveler. "A lot of people have the idea that travel needs to be luxurious and holidays need to be expensive for them to be fun. My experience over the last three years of budget backpacking says otherwise."

14. Write down one thing you're grateful for every night.

End the night with gratitude and you'll feel better when you lay your head down on your pillow.

15. Drink more water.

You've probably heard that your body needs it. 75 percent of us are chronically dehydrated. Drink up!

*FOR MORE IDEAS, VISIT PARADE.COM



Congratulations to Evan, Shane & Angie's son for winning a Writing Contest at Sunrise Elementary and winning this new bike!



Ron lost a bet and had to wear the Pirates shirt for a day.



Sindy and David enjoyed Las Vegas earlier in December!

WHAT ARE YOUR NEW YEAR'S RESOLUTIONS?



"This new year I'd like to party less and head to the gym more often."

- *Brenda Roos*



"Visit places I've never been before, I will randomly pick an airport on various weekends and head there without any plans. Sounds fun doesn't it?"

- *David Meraz*



"I want to live for the AI Singularity."

- *Rob Wilkes*



"I want to be healthier and spend more time with my loved ones and family."

- *Elias Navarrete*



"Play Rachmaningff Prelude in C-Sharp Minor on the piano."

- *Madison Jonas*



"More vacations."

- *Sindy Monasmith*



"I want to be a better person and have a better year than in 2019 and I'd like to run a mile."

- *Jerry Ripley*



"I'd really like to stay on top of school and be one step closer to my bachelors."

- *Bree Manross*



"Become more disciplined and continue to improve as a father, husband, employee and friend."

- *Johnny Francisco*



"Have more financial freedom."

- *Ron Garverick*

YOU ARE SELLING YOURSELF

By: Ron Garverick

The day you were born you started selling yourself to the world, What do I mean by that? Well as a young child you were developing your personality and your attitude for someone to buy into what you are trying to sell them. As a child you work on your parents to get something that you want and you keep hearing the word NO! A lot right? But you were determined to get the comic book or piece of candy so you sell yourself as to why you want or need that certain item.

I remember as a child I was nine or ten years old a few of my friends in the neighborhood were going to the town swimming pool and they asked me if I wanted to go, I said "Sure I will go and ask my parents." The first person I saw to ask was my father, I asked him, "Hey dad, can I go with the guys to the swimming pool for a couple of hours and be back by 5 o'clock?" He said "No, you have things to do today and I need help also." So I didn't like the answer I got so I went and found my mother and asked her the same question, "Mom, can I go to the swimming pool with the guys and be back by 5?" She said, "Yes, but don't be late, what did your father say?" I replied with a small lie, "He said to ask you."

You see I did what I had to do to get what I wanted. Dad said no and that was not acceptable in my world so I asked mom. Bad idea! But you got the point. I always knew how to play my parents against each other or against my grandmother. I always worked on my personality to get what I wanted. I was the favorite amongst the other grandchildren because I knew how to win the hearts of the people I wanted something from. Some say its politics others say its knowing what you want and what you will do to get it.

See in the car business it's the same thing, when you do the meet and great with the customer you have fifteen seconds for them to like you or you're in trouble. You have to be dressed nice, no baggy clothes or untucked shirts, stained pants or with holes. You must have perfect hygiene (don't smell like cigarette smoke) have deodorant on, hair combed and last but not least you must brush your teeth daily. There is nothing worse than talking to someone and their breath smells like dirt. Be like you are here to earn someone's business. If you have all that squared away, then work on your body language and tone, always smile, look the customer in the eyes and say, "Hello my name is Ron! Are you here for parts or service?" They will tell you one way or the other what they are here for.

Being respectful and polite to a customer means the world to them, we know they are here to buy a car and if they looked online and saw the car they want they know everything about almost more than you do so you, they are sold on the vehicle (the product) now you have to put your selling shoes and sell yourself, the customer can buy from anyone, what makes you different that they need to buy from you? Ask yourself, "Why would someone buy from me?"

Trust me looks won't be one of them, I have seen plenty of ugly people in this business that make over a \$100k a year and they are uglier than my Aunt Edna in her Senior Prom picture. Personality, attitude and humor are key factors that should come to mind when selling yourself.

If you are having a bad day and you think the world is against you, as soon as you get in front of a customer that is here to buy a car your attitude should be upbeat, give that sincere personality and have some humor in your sales process (don't overdo it) but break the ice, it helps with the wall coming down. See the car

sells itself, the question is do they want to buy it from you? Of course they do because you are a BEAST and you have been trained by the best to switch from the person having a bad day to a person ready to sell a car and earn someone's business and see them walk out the door happy that they got to meet you.

No matter what, you can be the best car salesman in the world sell 20 plus cars a month and have a bad attitude, smell like an ashtray, with your shirt untucked and shoes untied but you will not see them again to buy another car, and definitely they won't recommend anyone to you.

So DRESS for SUCCESS! Have a great attitude coming in and leave the drama out the front door, come to work determined to sell a car today (make GROSS, because it's not a dirty word) and believe you were born to sell and you will do great every time. #2020 be part of the \$100K Club.

Merry Christmas and Happy New Year!

RON VISITS TAMPA BAY, FLORIDA

On December 6th, 7th and 8th Ron flew to Tampa Bay Florida to a Business Mastermind Workshop. He was there learning how to grow business in the dealership that pertained in training, coaching and helping improve the sales people thinking in growing their business.

Pictured below with Ron are:

Cory Mosley, Automotive Sales Coach Trianer

Durran Cage, Sales Trainer

Shaka Dyson, Finance Sales Trainer

Chris Sondesky, BDC Trainer/CEO BDC Pros



STREET VOLKSWAGEN HOLIDAY BALL BUSTER SALES EVENT 2019

