

STREET VOLKSWAGEN **NEWS**

YOUR SOURCE TO EVERYTHING HAPPENING AT STREET VOLKSWAGEN OF AMARILLO

APRIL 2022

MONTHLY COMPANY NEWSLETTER

Vol. III

FROM THE DESK OF JOHN LUCIANO: GET READY FOR SUMMER!



Ciao! Although I'm currently in Italy, I didn't want to miss the chance to write something up for our monthly newsletter. I will make this brief, because Volkswagen has us running all over this beautiful country (I'll have pictures in next month's issue for you all to see!)

Thank you all for a fantastic April! I believe this is the first time I wasn't there in the store on the last day of the month, but I knew that you all would take care of business and work hard as you all always do. Thank you again to all the departments for coming together and making sure our

Office has the required paperwork to successfully close out the month.

An extra shoutout to Sindy for stepping up while I'm away. There is no one who can do a better job than she is currently doing and that is a big deal because we all know she has nothing but the store's back 100% of the time. Thank you Sindy for all you and your department do.

If you didn't already know, our own David Meraz was named a 'Citizens on the Move: 40 Under 40' by the Amarillo Globe News this year. Congratulations David on all your work both here and in our community. Thank you for all you do!

As many of you know, we were honored last week with the presentation of the Wolfsburg Crest Club award. Joining us last week in Amarillo was Jennifer Brown, Sales Operations Manager for Region 4F. Thank you Jennifer for making the trip down to Amarillo. If you haven't already read the press release, please do so, it's included in this month's newsletter. Thank you to our Sales, Service, Parts and Office/Receptionists Departments for helping set-up and break down for our event.

Summer is almost here, although there are days that still feel like fall and sometimes winter, but rest assure that soon we'll all be wishing for cooler days. As summer kicks in, remember how busy we'll get, not only here at Street VW with car sales and our customers getting their vehicles ready for summer vacations but also out in the community. If there is something you'd like to participate in, please let David Meraz know to find out if we're a sponsor. Don't forget to check out the calendar in the newsletter to find out what's happening here and in our community.

Thank you again for reading this newsletter, don't forget to submit your pictures or ideas so we don't miss out on anything important! Have a fantastic May and *May the Fourth* be with you all!

-JOHN LUCIANO

STREET VW CALENDAR

Thursday, May 19, 2022

Amarillo Chamber Business Connection - 9am-4pm

Thursday, June 2nd - Saturday, June 4th

Coors Cowboy Club Rodeo - See Elvis

Friday, June 3, 2022

Canyon Chamber Golf Tournament

Monday, July 4, 2022

Canyon Independence Day Parade

Thursday, July 21, 2022

Amarillo Chamber of Commerce Golf Tournament

Saturday, October 15, 2022

Calling All Slug Bugs IX - Save the Date

Thursday, October 20, 2022

AHCC Hora Social at Street VW

Thursday, December 1, 2022

Amarillo Chamber of Commerce | After Hours at Street VW

CONGRATS DAVID MERAZ CITIZENS ON THE MOVE: 40 UNDER 40

CONGRATULATIONS
to our Marketing Director,
DAVID NICOLAS MERAZ



Always Putting Our Community First!
'Citizens on the Move: 40 Under 40'

STREET
VOLKSWAGEN 

5000 South Soncy Road
806.350.8999 - StreetVW.com

BRAVE HONESTY - A MATTER OF INTEGRITY

By: Danny Mize, Staff Support



Amarillo author, Gene Shelburne, wrote about his teen years: Our Scandinavian neighbor, Pop Klaus, who owned two or three root beer stands, was at our door. "Can Gene come work for me tonight?" Some of his help had stood him up. He needed an extra hand, so he knocked on our door and recruited me.

I was delighted! In the small town we had lived in before moving north that summer, I had done odd jobs for store owners. Maybe that door was now opening in our new home.

I rode with Pop Klaus in his old Mercury, not realizing he was half blind. The Route 66 Bypass, which we now call Amarillo Boulevard, was almost finished – but not yet open to traffic. But, it was the fastest route to his North Fillmore root beer joint, so Pop chose to drive down that still-barricaded highway. I loved it!

After that one night, though, I never got invited back to help serve root beer. "I guess I didn't do as good a job as I thought I did," I surmised.

Six months later, Pop Klaus knocked on our door again. "I need to talk to Gene," he told my mother.

"I owe you an apology," he confessed to me in his always gruff voice. "On that night when you worked for me, our cash drawer was twenty dollars short. I assumed that you, my new worker, had slipped it into your pocket. But today, as we were replacing that window counter, we found that twenty dollar bill stuck to the old root beer that had dribbled down behind that drawer slot."

Pop Klaus didn't have to come to tell me that. He didn't have to "eat crow" and confess to a clueless kid that he, the veteran business owner, had been wrong. Be he did. He did it because he was a God-fearing,

Christ-honoring man. He apologized to a teenager for a mistake I would have never known about had it not been for that good man's flawless integrity.

That's the kind of honesty God wants in all of us – a willingness to face the truth and tell the truth, regardless of the consequences.

Brave honesty in an important part of integrity.

Do what is right and fair; that pleases the Lord more than bringing him sacrifices. (Proverbs 21:3, Good News Translation)

Adapted from Gene Shelburne in The Christian Appeal, October 2021 - You can view The Christian Appeal online at www.christianappeal.org or ask to get free printed copies by mail

Street Auto Group has a Staff Support person available to you. Call, text or email.

Danny Mize, Staff Support for Street Auto Group
806-236-0582 danny4street@gmail.com

APRIL EMPLOYEE OF THE MONTH: TERESA LOPEZ



Congratulations to Teresa Lopez for being named April's Employee of the Month at Street Volkswagen.

Teresa is a Service Porter and has been with the company since 2021. She is always willing to help anyone and everyone. You can find her with a smile on her face anytime of the day.

When Teresa isn't at work, she is either with her family or hanging out with friends. She loves to drive down to Dallas to visit her extended family. Fun fact: Teresa is a twin, both she and her sister look exactly alike.

Congratulations Teresa on being our Employee of the Month, keep doing what you're doing!

GUESS THE BABY!



Do you know who this baby is? If you are the first to guess correctly, you will receive a \$25 Macaroni Joe's Gift Card!

Bonus points if you can guess the name of the puppy!

See David with your guesses.

STREET VOLKSWAGEN OF AMARILLO EARNS 2021 WOLSBURG CREST CLUB AWARD

Amarillo, Texas – Street Volkswagen of Amarillo has been awarded one of the most coveted awards that Volkswagen can bestow on a dealership, the 2021 Wolfsburg Crest Club Award. Street Volkswagen is one of fifty-six dealers in the United States to receive this prestigious award. Currently there are over 650 Volkswagen dealers in the United States.

Street Volkswagen received their first Wolfsburg Crest Club Award in 2015 and has received the award consistently ever since. The Wolfsburg Crest Club Award is awarded to dealers for outstanding sales and service. Garnering this prestigious award means that Street Volkswagen of Amarillo has met the highest standards for customer satisfaction, parts sales, new vehicle sales, certified pre-owned sales, and service excellence.

“We are honored and humbled by this remarkable achievement,” said Street Volkswagen of Amarillo Owner & General Manager, John Luciano. “The award is great, but the reason we’ve won each year is because of the great talent we have working day after day at Street Volkswagen. This award wouldn’t be possible without the great staff we have in Amarillo, Texas.”

Joining the team in Amarillo, Texas and representing the Volkswagen brand was Jennifer Brown, Sales Operations Manager for Region 4F (New Mexico, West Texas and Oklahoma.) She presented the award to John and Kat Luciano during a quick presentation in front of employees, friends and community partners.

“Congratulations to Street Volkswagen for winning Volkswagen’s most prestigious award, the Wolfsburg Club award,” said Region Vice President, Sales, Central Region, Scott Bell. “It’s a remarkable accomplishment given to our top performers and they have won the award every year since 2015”.

For more information about Street Volkswagen of Amarillo, visit the dealership at 8707 Pilgrim Drive in Amarillo, Texas. To chat with a live representative, visit www.streetvw.com or call the dealership at 806-350-8999 to speak with someone directly.



POWER OF THE PURSE

Carmen, Brittany, Cassie, Beverly, Ashley and Christie attended the Power of the Purse event this year where they met Tom Brady.



FROM COAST TO COAST

David spends time in New York City and Los Angeles earlier in the month searching for the perfect pizza and tacos.

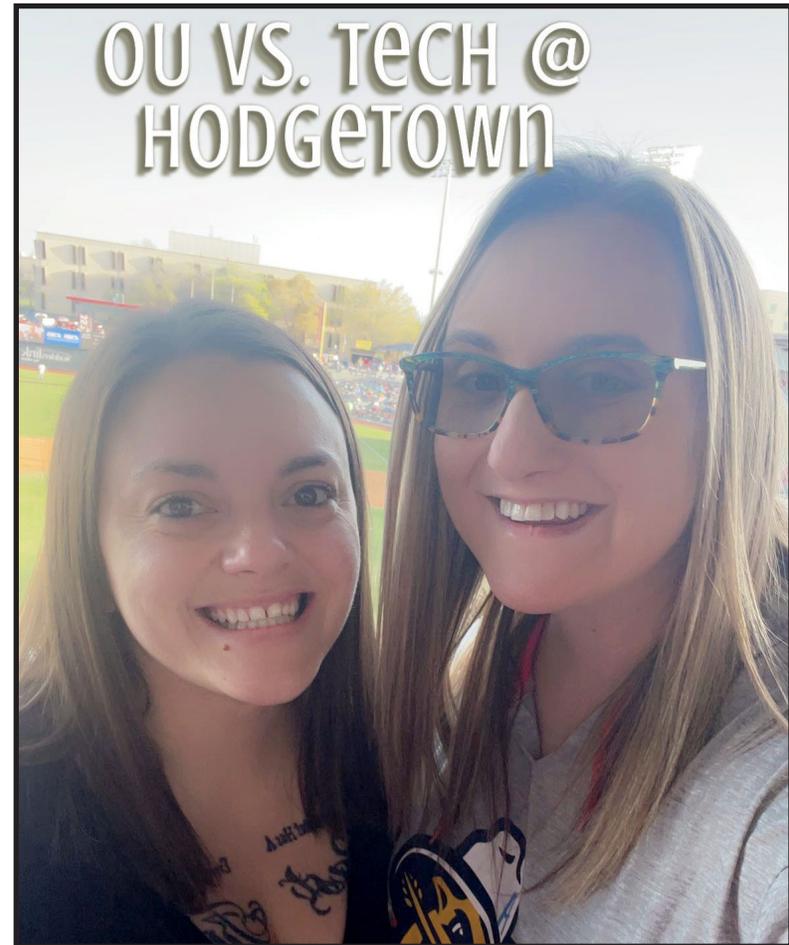


KYLE VISITS COLORADO

Kyle and his family spend time in the mountains in Colorado Springs.



ASHLEY & FRIEND ATTEND OU VS. TECH GAME AT HODGETOWN



ANDY'S DAUGHTER, LYRIC IS 3 MONTHS, GROWING AND HEALTHY AS EVER!



TODAY I AM

1 2 3 4

5 6 7 8

9 10 11 12

MONTHS