

**TOYOTA OF RIVERSIDE
SALES MANAGER FLEXES A DIFFERENT
STRENGTH THROUGH BODYBUILDING**

By Shelly Ortiz, Internet Sales Manager Toyota of Riverside

Most of our employees are no strangers to the physical challenges of a fast paced dealership. The hours of pounding the pavement, providing customer service, repairing vehicles and working deals are enough to leave one pretty exhausted at the end of the day. But for Toyota of Riverside Sales Manager Sid Somoza, the really hard work starts when he gets home.

Since 2001 Sid has dedicated his free time to competitive bodybuilding. In July he competed at the National Physique Committee's Los Angeles Championship held in Culver City. This was a two-day event that brought competitors from all over the nation together to compete for the chance to qualify for Nationals. The months of hard work and dedication paid off: Sid placed third and qualified for Nationals.

However, the true test of Sid's focus and commitment is not his performance on stage. The factors that separate those who win from those who don't are the months of strenuous training preceding the actual show. Sid is obviously already in outstanding physical shape; but it takes him nearly 16 weeks to prepare for a competition. He begins his pre-competition regimen with complete mental focus. Diet and training are key – those muscles don't grow overnight! Throughout the pre-competition weeks Sid slowly reduces his carbohydrate intake and increases his protein consumption. Workouts average two hours, six to seven days a week and sometimes more - depending on how much time is left before competition.

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Sid has worked at Toyota of Riverside since 2000. The same commitment and competitive spirit he brings to bodybuilding have helped him dominate in his career. In 2004 he was promoted to Finance Manager, and then Finance Director before being promoted to Sales Manager in February of 2010. “I apply the same focus, dedication and discipline to my sales job. I’ve been passionate about my job for 17 years and want to continue to grow in the Wilson Group.”

Sid attributes his strength and success to the support of his wife of 16 years, Veronica and his two sons: Christian and Omar. His motivation comes from the encouragement they give him. Everyone in the family plays a key role in his training process. Sid’s diet requires seven meals a day; and Veronica lovingly provides him with all seven meals - whether she packs him a lunch or brings one to him at work. He has also inspired his 13-year-old, Christian, to follow in his footsteps and has been training in the gym with him for over a year. “If it wasn’t for my family and their support, I wouldn’t be able to do this,” said Sid.

Sid is enjoying his down time before preparing for his next competition in April, which will be held in Orange County. This competition will serve as a tool to prepare him for the USA Championships held in July. The USA Championship is in Las Vegas and is a Pro Qualifier. If he wins his division, Sid will become a Professional Bodybuilder and receive his Pro Card.

The Toyota of Riverside family supports Sid and is involved in his bodybuilding initiatives, supporting him and rooting for him all the way. If you’d like to read more about Sid’s achievements, go to www.musclecontest.com.