

The Road Well-Traveled

A letter from our Chairman...



In the Steinback era of the early 1900's, Monterey, California, was filled with fish canneries. For the pelicans this was paradise!

As the fishermen hauled their catch to the canneries, they would chop off the heads, tails and entrails and throw them into the sea. The pelicans would follow the boats and feast on the fish that were discarded rather than having to catch their own. As the canneries closed, the

pelicans' access to easy fish vanished.

This shouldn't have been a problem for the pelicans, for though there weren't enough fish for the canneries, there were more than enough fish in the sea for the pelicans. And pelicans are inherently great fishers. But these pelicans had never fished; and this skill had been lost with previous generations. Their easy meals were gone, and slowly the pelicans began to die of starvation.

Fortunately, creative minds came up with a solution.

They imported pelicans from another area - pelicans that were skilled at fishing - and mixed them with the local birds. The newcomers immediately started fishing for their own food; and before long the starving pelicans followed their example. Soon they learned to fish for themselves - the skill that had always been a part of them, but that they had forgotten because times were so easy.

Our industry has been like Cannery Row for quite some time now: times have been good and customers plentiful. The Wilson Group has been blessed with the most skilled and talented associates in the business. All of you learned to "fish" long ago or you wouldn't be with us. But in good times, some of us may have lost our edge.

Now the "easy catch" has begun to dwindle, and times are tougher. We need to remember and implement the skills we learned in the beginning - to fish for ourselves. Our survival depends on it. And survive we will.

A handwritten signature in black ink, appearing to read "David Wilson".

David Wilson

POINT AND SHOOT

That may be all it takes to win an American Express gift card just in time for your holiday shopping!

Your challenge this quarter is to come up with the most original fall/winter costume imaginable. There will be two categories: Adults and children. We will award 1st, 2nd and 3rd place winners in each category.

FIRST PLACE: \$200.00
SECOND PLACE: \$100.00
THIRD PLACE: \$50.00

You may email or "snail mail" your photographic masterpiece (or masterpieces) to the corporate office. Our trusted panel of judges will then select the costumes that are most hauntingly horrific (or perhaps just really unique or cute). Winners will be announced and gift cards sent to the winners no later than December 1. You could have an extra \$200 just in time for holiday shopping. So get those creative juices flowing and snap away!

TOYOTA OF ORANGE HELPS CHAPMAN UNIVERSITY STUDENTS CROSS THE FINISH LINE.

Photo: Business Week



Toyota of Orange President Ren Rooney (from left) and Fleet Director Robert Hausholder join Chapman University President Jim Doti in sponsoring a 5K run in October that will raise funds for the university's scholarship program.

When runners at this year's Chapman University Toyota of Orange 5K Run hit the home stretch, they will be removing financial barriers to higher education for some extraordinary students. Race proceeds benefit the university's scholarship program, helping students to dream big and make their dreams a reality.

"Chapman is a preeminent university that has excellent values," says David Wilson, owner of the Orange, Calif., dealership and a Chapman trustee. "Every talented student should have access to this kind of personalized education, regardless of his or her family's financial capacity. Our whole community is enriched when business leaders team up to help hardworking students in need of financial assistance."


Now in its third year, the run begins and ends on the Chapman campus, winding through the heart of picturesque Old Towne Orange during the university's busy homecoming week. The upcoming October event is expected to net more than \$20,000 for critical scholarship funding.

"We are proud to partner with Toyota of Orange to produce an event that is beneficial both financially and physically," says Dr. Jim Doti, President of Chapman University. "And we sincerely appreciate the dealership's commitment to keeping a Chapman education within the reach of deserving students."

TOYOTA OF ORANGE

has received the Toyota President's Award for the 15th year. The award is given for outstanding sales, customer service and quality.

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 **TOYOTA**
moving forward

CREAM OF THE CROP



NEIL GERMUNDSON
RIGHT TOYOTA



ROBERT HOUSEHOLDER
TOYOTA OF ORANGE



SCOTT MARINO
TOYOTA OF HUNTINGTON BEACH



BRUCE TINE
SOUTH COAST TOYOTA

The numbers prove they're masters of their showroom domain; but the ability to move serious metal is only the first step in being named to Toyota's Master Sales Society.

To reach this elite level, sales consultants must rank among the top 50 platinum members of the Toyota Sales Society, a designation based on units sold. These volume veterans must also receive highest scores on the purchase lease survey distributed to every Toyota buyer. The survey measures how well a salesperson meets the customers' expectations - on issues from initial greeting to test drive.

Obviously the Wilson Automotive Group hires only the best of the best. Of the thousands of Toyota salespeople in the U.S., only 65 were honored with a spot in the 2007 Master Sales Society. Four of these were long-term Wilson Group employees. In addition, 13 consultants earned the Master Truck sales title, while 16 were qualified for both - two of which are Wilson Group employees.

These elite achievers are:

- Neil Germundson (RT) - Master Sales Society
Master Truck
- Robert Householder (TOO) - Master Sales Society
Master Truck
- Scott Marino (THB) - Master Sales Society
- Bruce Tine (SCT) - Master Sales Society

The Master Truck designation requires that a consultant rank among the top 25 nationally in truck volume. He or she must also be "truck expert" certified, demonstrating considerable knowledge of the truck product.

Each winner receives a plaque, gold ring and business cards designating their special status - but best of all they are awarded a six-day trip to Paradise Island, Bahamas.

Congratulations, gentlemen!
You make us proud - and our customers happy.

EFFICIENCY - AND ELEGANCE



Nancy Munoz has been an efficient and energetic employee of *Desert Lexus* for over 10 years. She solves the problems and negotiates the hurdles of payroll on a daily basis. But these obstacles are minor compared to the ones she navigates in her free time. Nancy is a charra, and a competitive team member of La Charrería, Mexico's own version of the rodeo. Her father has been an active charro all of his life; and Nancy has been competing since she was 13. Now her two daughters and one of her sons are participating, as well.

Nancy has opened for country-music concerts and rodeos and toured the U.S. for numerous competitions. She rides, ropes, and participates in a dazzling drill team event called escaramuza (literally translated as skirmish). The daring charras, often referred to as amazonas, execute their intricate movements at a full gallop while mounted side-saddle.



Unlike western rodeo where everything is a timed event, the charra tradition is about the beauty and grace of the movements. Rope movements must be exact but beautiful; the escaramuza must show skill but also elegance. It is a competition of cultural traditions as well as equestrian skill.

Nancy's team is currently in the top 5 for her region and is looking forward to the final competition to be held in Mexico in October. We wish Nancy and her team (and her entire family) buena suerte (best of luck) in the upcoming contests.

CROSSWORD CHAMPIONS!

If you thought that solving our crossword puzzle last quarter was a challenge, you should try CREATING one! It was a lot of work, so we won't be doing it every month; but it was exciting to get so many submissions.

Congratulations to **Eddie Flores (Toyota of Orange)** and **Sara Parker (South Bay Toyota)** who were the first to correctly complete the crossword puzzle from our last newsletter. They were not only precise - they were prompt. They faxed their completed puzzles less than 2 days after the newsletter was distributed. And since their entries were within minutes of each other, we awarded them BOTH four tickets to the Honda Center event of their choice.

Eddie has been a service writer at Toyota of Orange for 3 years, and decided to divide his four tickets into two separate events. He selected "So You Think You Can Dance" for the first two tickets. Sara Parker is the warranty administrator and accounts payable person at South Bay Toyota, where she has worked since January, 2006. She is waiting to select her tickets - holding out until a spectacular concert comes to town.

Congrats again to both Eddie and Sara.

We had a lot of submissions for this contest, but only three were correctly completed. The third entry arrived much later than Eddie's and Sara's. If you'd like a copy of the solution for the crossword puzzle, please email Jocelyn at jocelyn@dwwco.com. She will be happy to email or fax one to you. Thank-you for participating. And be sure to read about the NEW employee contest for this quarter.



THE ONE THAT DIDN'T GET AWAY



Carlos Padilla, partner at **Toyota Puerto Vallarta**, is an accomplished winner on many different levels. He supervised the construction of one of the most beautiful buildings in all of Puerto Vallarta. He runs one of the most successful automotive dealerships in Mexico. And now he has won first place in the sail fish class of the Torneo Internacional de Marlin & Atun. Toyota Puerto Vallarta sponsored this catch-and-release tournament, and Carlos participated on board his 65' Hatteras, *El Perfecto*.



On the second day he hooked this beauty at El Banco. Catch-and-release tournaments are becoming more and more popular, as they promote conservation and a new tournament fishing ethic. Carlos enjoys fishing, and especially appreciates the catch-and-release formats because they are helping save the treasures of Banderas Bay for future generations. Carlos and his wife Lolita live in Nuevo Vallarta with their four children.

NEW CUSTOMERS ARE HAPPY CUSTOMERS

New Owner Events are a big hit at several of our dealerships. **Right Toyota** holds one every month, and has received rave reviews from their customers. **Jane Tenaglia**, customer relations manager, says that she often receives calls from customers who appreciate the effort and attention she puts into planning these special events.

Honda Santa Ana recently received a call from the Customer Relations Manager at American Honda. He stated that Honda has heard some VERY positive feedback about their events and would like to attend the next New Owner Event.

Following is an excerpt from an email **Violet Grimes**, customer relations manager at **Honda Santa Ana**, received from a very pleased and happy customer:

"Dear Violet:

I very much enjoyed attending the New Owner Event last night. Thank you for the wonderful hospitality Honda Santa Ana showered on its customers in the way of food, beverages, raffle of great gifts and services, plus a free car wash. I will always recommend Honda Santa Ana to all my friends. I will also return when I need to purchase another vehicle in the future. I have full confidence in your service department. You have done a great job putting together a nice evening with all the staff members who were there last night. Thank you for treating your customers like family.

Sincerely, Cecilia"

It is this type of customer-friendly event and VIP treatment that makes the Wilson Automotive Group so special, and keeps our customers coming back year after year. Kudos to all of you who are holding these events currently. And to those dealerships who haven't yet taken this step, give Jane or Violet a call - they would be more than happy to share their talents and experiences with you.



GIVE A MAN A FISH...

An old Chinese proverb states, "Give a man a fish and you feed him for a day. Teach a man to fish, and you feed him for a lifetime." However, a more appropriate quote for our corporate fishing trip might be: "Give a man a fish, and you feed him for a day. Teach him to fish, and he'll sit in a boat drinking beer all day."

All kidding (and beer) aside, however, our 41 fishermen had a great time on the annual fishing trip August 29 - August 30. The weather was great; and the fishing turned out to be very good.

After devouring copious amounts of pizza at Toyota of Orange, our fearless fishermen and their coolers boarded the bus bound for San Diego. The two-hour trip to H&M Landing was faster than anticipated on Labor Day weekend.

The Cherokee Goisha was ready and waiting (thanks to **Bob Miller**), with tackle, bait and Mexican permits - anything and everything needed for a perfect day of fishing.

Mark Brandner (Toyota of Orange) and **Steve Brunsworth (Tustin Lexus)**, designated

"co-coordinators," kept things well organized as they set out to sea. The boys managed to reel in 38 fish over the course of the day: yellow-fin tuna, albacore, and dorado.

The big winner of the trip was **Dean Martin (Tustin Lexus)**, who hooked a yellow-fin tuna weighing 37 lbs. and won the \$500 pot.

Next year's fishing trip is tentatively scheduled for August 22. In April we will announce it in the newsletter and provide the parts and service managers with sign-up sheets. If you are a hardcore fisherman with a truckload of your own gear (**Dean Martin**), an enthusiast who tries to spend every weekend on the water (**Jaime Allen and Jeff Paige - Honda Santa Ana**) or if you're a first-timer (**Juan Cisneros - Newport Lexus**) who'd like to give fishing a try, this is the trip for you. Everyone has a great time - and brings home some great seafood as well. Plan to join us next year.



STARS SIGHTINGS

Each of our associates are stars in his or her own right. However, every now and then one of our stars meets up with those Hollywood types, and it is truly a stellar moment.



Jennifer Kreucher (Newport Lexus), Dina Yano (Rockledge Securities) and Steffany Alarcon - (Newport Lexus) pictured with Dancing With the Stars host, Samantha Harris.

GRILLED TUNA

WITH LEMON CAPER SAUCE

- 1 small clove garlic, finely minced
- 2 tbsp. lemon juice
- 1 tsp. lemon zest
- 2 tsp. capers (drained, rinsed & chopped)
- 1 tsp. fresh chopped parsley
- olive oil
- 4 tuna steaks
- salt and pepper

DIRECTIONS:

1. Heat grill.
2. In a small skillet over low heat, melt butter; add garlic, lemon juice, zest and capers. Simmer for 30 seconds. Stir in parsley. Remove from heat.
3. Rub olive oil over the tuna steaks; sprinkle with salt and pepper. Arrange tuna on the hot prepared pan. Grill about 6 inches from heat for 8 to 10 minutes, turning carefully about halfway through cooking time. Tuna steaks should still be somewhat pink in the middle, depending on preference.
4. Drizzle warmed lemon caper sauce over the tuna steaks before serving.

Fishing for trivia...

• Can you name a phobia that means "fear of fish?"

- A. Ichthyophobia
- B. Limnophobia
- C. Entomophobia
- D. Panthophobia

ANSWER: Ichthyophobia.

• How do fish hear?

ANSWER: Fish hear without the aid of external ears. Sound vibrations reverberate through the bones of their skull to an internal ear. Fish also possess unique sensory organs called lateral lines. These canals along the sides of the fish can sense vibrations, and in some species, weak electrical fields.

• What do you call a baby fish?

ANSWER: A fry.

• How do antarctic icefish survive in freezing water?

ANSWER: Special antifreeze chemicals in their blood. (Look it up!)

• How much hot water can fish take?

ANSWER: Desert pupfish found in hot springs of western North America live in temperatures higher than 100 degrees Fahrenheit.

• How high can a flying fish fly?

ANSWER: 96 feet. Their flight consist of several glides in which they repeatedly return to the surface of the water long enough to renew their propelling power. They rise to a maximum of about 96 feet into the air and glide as far as 200 yards.

• How fast can fish swim?

ANSWER: The fastest swimming fish are the billfish and tuna. The sailfish (a type of billfish) can swim at bursts of speed over 70 mph.

• Known as one of the fastest fish, tunas are also built for long-distance endurance. How far do tuna migrate?

ANSWER: Swimming as fast as 90 mph, tuna migrate as far as 7,700 miles in only four months!

• What are the biggest fish?

- A. Whales
- B. Whale Sharks
- C. Great White Sharks
- D. Leviathans

ANSWER: Whale sharks can reach up to 40 feet in length. Though whales are bigger in size, they are not fish. Fish are cold-blooded and breathe using underwater gills; whales, on the other hand, maintain a warm and constant body temperature.

HONORING OUR MILITARY

The Wilson Automotive Group would like to honor those who serve and protect our country:

Jonathan Carter (son of Debbie Carter - RT)	US Navy
Rob Dearman (son of PJ Arnal - RH)	US Army
James Eshelby (son of Stewart Eshelby - TOO)	British Airborne
Adrian Frank Doria (son of Frank Doria - DL)	US Army
John Lee (brother of Mike Lee - WC)	US Army
Luis "Louie" J. Lopez (parts counterperson at TL)	USMC
David Marthaler (brother-in-law of Jennifer Marthaler - RT)	US Navy
Jamie Martin (grandson of Dennis Fritchman - TOO)	US Army
Ron Ramage (son of Arlene Ramage - RH)	US Navy
Krystal Willard (granddaughter of Arlene Ramage - RH)	US Army

We salute these courageous individuals and their families and fervently pray for their swift and safe return.

MARK YOUR CALENDARS

- September 28, 2008

Susan B. Komen Race for the Cure

"Wilson's Warriors" will be participating again this year.

For more information, please email terriann100@hotmail.com

- October 2 - 5, 2008

O.C. Auto Show

Anaheim Convention Center

- October 1 - December 25, 2008

Tommy Bahama Holiday Blowout Sale at Newport Lexus

-December 14, 2008

CA Stores' Christmas Party

STRESSED? OUT OF SHAPE - OR JUST OUT OF ENERGY? WE CAN HELP!

Peak Fitness Center on the corner of Tustin and Katella in Orange is offering our employees an excellent opportunity to get in top physical shape!

In the months of November and December, Peak Fitness' certified experts will provide you with a complementary full body assessment - an \$85 value.

We will be including a flyer on this great opportunity with your September 30 paychecks.

Contact Jim or Jeff at Peak Fitness: 714-791-3267

Toyota of Orange

Orange, CA

Toyota of Riverside

Riverside, CA

Toyota of Huntington Beach

Huntington Beach, CA

South Coast Toyota

Costa Mesa, CA

South Bay Toyota

Gardena, CA

Right Toyota

Scottsdale, Arizona

Toyota Puerto Vallarta

Puerto Vallarta, MX

Tustin Lexus

Tustin, CA

Desert Lexus

Cathedral City, CA

Newport Lexus

Newport Beach, CA

Right Honda

Scottsdale, AZ

Honda Santa Ana

Santa Ana, CA

Weir Canyon Honda

Anaheim, CA

Weir Canyon Acura

Anaheim, CA

Ford of Orange

Orange, CA

Mazda of Orange

Orange, CA

Rockledge Securities

Orange, CA

