



Consistency

From the ages of 35 to 48 I completed a total of 11 marathons. I had run track in high school, but was not really a dedicated runner after that, until . . .

In December of 1982, at age 34, I found myself in Phoenix, Arizona, somewhat successful in business as the General Manager of a Lincoln-Mercury dealership, but also at least 40 pounds overweight at 242 lbs. I made a New Year's resolution to start jogging to lose weight.

The weather in Phoenix in January is conducive to outdoor exercise, but my body was not. That first day I jogged a few hundred yards then slowed to a walk, thinking about turning around and just going home. Through sheer determination, however, I started running again. By May I ran my first 10K in 59 minutes. Admittedly not very fast; but I completed the race – and I weighed 222.

I continued to run all that year and completed the Fiesta Bowl Marathon in December of 1983 – 3 days before I came to **Toyota of Orange** as the General Manager. I weighed 198.

The point of this story is about doing

something every day to improve yourself. I believe the consistency of doing something every day trumps the intensity of doing something only when you feel like it. You can't postpone 30 minutes of piano practice, 30 minutes of yoga, or 30 minutes of studying per day and expect to catch it all up on Sunday by putting in 3 ½ hours.

Success doesn't come from what you do occasionally. It comes from what you do consistently.

Mohammed Ali once said, "I hate every minute of training! But I remain consistent at it. Suffer now – and live the rest of your life as a champion."



What are your goals? Where would you like to see yourself a year from now? In your employment, in your life, and in your dreams, be consistent. You will be better for it. It's already October. Start thinking about your New Year's resolutions now. Better yet, why wait? Get started now so you can already have the power of consistency; and you can hit the ground running on January 1st.

SUPERSTAR!

Eddie Reyes has been part of the **Toyota of Orange** family for 23 years, building lasting relationships through his enthusiasm and dedication. Recently, a customer shared a heartfelt letter praising Eddie's passion, professionalism, and the exceptional care he provided during their car-buying experience. Thank you, Eddie, for over two decades of outstanding service and for continuing to make a lasting impact on our customers!

Subject: Heartfelt Thanks from Vivian & Kane
From: Vivian Wang
To: <ereyes@toyotaoforange.com>
Date: 2025-07-30 19:21

Dear Mr. Edward Reyes,

We hope this message finds you well.

We are Vivian and Kane - the couple you so kindly helped on the evening of July 26th at Toyota of Orange, and again today, July 30th, when we returned to pick up our car.

We wanted to sincerely thank you for your warmth, patience, and professionalism throughout this entire experience. Your kindness left a deep impression on both of us. Though our English is limited and we couldn't express everything we felt in person, we hope this email can carry our heartfelt gratitude.

You mentioned that you are 72 years old, and yet your enthusiasm and passion for your work truly inspired us. It gave us hope and motivation that one day, we too can remain just as energetic, optimistic, and full of life.

We truly appreciate how patiently you explained all the car's features when we picked it up today. Thank you for letting us take a video to remember the moment - it meant a lot to us. Even after returning home, we couldn't help but keep talking about you. You've made this experience not just about buying a car, but about meeting a wonderful person we will always remember.

We hope to stay in touch, and we wish you continued health, happiness and success.

With deepest appreciation,

Vivian & Kane



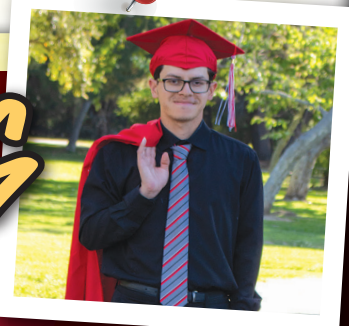
SPOTLIGHT

Erik Schuck, Shop Foreman at **Toyota of Orange** presents a \$16,000 NADA Grant check to **Michael Klyde**, Professor of Automotive Technology and Toyota T-TEN Coordinator at Cypress College. Toyota of Orange's amazing new Service Department Expansion gleams in the background. Cypress College and Toyota of Orange have been partners in recruiting, training and educating outstanding new technicians for many years.



Kudos

Nathan Moore, son of **Bethany Moore of Villa Ford**, recently graduated from Savanna High School in Anaheim, and is currently in the Honors program at Santa Ana College. After graduating from SAC he plans to transfer to either Texas Tech for kinesiology or Arizona State to major in sports broadcasting. Congratulations, Nathan! Mom is glad you are close to home for at least another two years.



Butterfly Tour

MCKENNA CLAIRE
WETZEL



For the past several years, September has been “Butterfly Month” at the Wilson stores. You have no doubt seen them fluttering around your dealership for the past several weeks. These beautiful creatures tell an amazing story. They tell of a beautiful, energetic 7-year-old girl who loved butterflies. Sadly, she was diagnosed with DIPG, a brain tumor with a very low survival rate. On July 21, 2011, McKenna Claire Wetzel lost her battle – exactly six months from her initial diagnosis, and two weeks shy of her eighth birthday. You can read more of McKenna’s heartbreaking yet inspiring story at www.mckennaclairefoundation.org.

McKenna would have been 22 years old in August. Though she is no longer with us, her legacy lives on the butterflies that take wing every September, and the donated cells from her tumor that are now in nearly every major pediatric brain cancer research facility in the country – and many throughout the world. Her father, David Wetzel, is the only employee of the foundation, because every dollar donated goes toward research. He and McKenna’s mother Kristine have made it their mission to find a cure to pediatric brain cancer. As the foundation continues to grow with the help of supporters like **Wilson Automotive**, it is their hope to not only bring joy to others’ lives, but to help medical experts discover the path to a cure so that no other family has to suffer a loss such as theirs.

In support of this amazing organization, this year we are extending the Butterfly Tour through the month of October. Stop by one of our dealerships and post your own butterfly, or make a donation through the website www.mckennaclairefoundation.org.



MORE THAN PINK!

October is Breast Cancer Awareness Month; and once again **Wilson’s Warriors** were leading the charge (literally) with an Orange 4Runner Pro pace car to lead the Komen “**More Than Pink**” walk.

Our team, in their neon orange shirts, joined thousands of other participants to show our commitment to supporting breast cancer awareness and research.

Booth #13 turned out to be the lucky number this year, as we were situated right at the race entrance, making us a central hub of activity! In addition to showcasing a sleek new gray Tacoma Sport, we distributed branded merchandise, healthy snacks, and water to keep walkers energized and engaged throughout the event.

Join us next year!

We have a great time demonstrating Wilson Automotive’s dedication to our communities and making the world a better place.

www.komen.org



SPOOKY SPIDER RING

Calling all cooks, bakers, and foodies! Nothing brings people together like good food. Submit your favorite holiday recipe for a chance to be included in the next newsletter. Submit all recipes to samanthazavala@drivewilson.com.

Step 1: In a large skillet over medium heat, heat oil. Add onion, garlic, and 1/2 teaspoon salt and cook, stirring occasionally, until tender, 4 to 5 minutes. Add beef and cook, breaking up with a wooden spoon, until browned and cooked through, 4 to 5 minutes more. Drain any excess fat.

Step 2: Stir in beans, water, chili powder, cumin, oregano, and remaining 2 teaspoons salt. Bring to a boil over medium-high heat; reduce heat to medium-low and simmer, stirring occasionally, until slightly thickened and warmed through, about 5 minutes. Remove from heat and let cool. Stir in cheese.

Step 3: Arrange racks in upper and lower thirds of oven; preheat to 375°. Line 2 baking sheets with parchment.

Step 4: For the spider body, unroll 2 cans of crescent rolls and divide into triangles. Arrange triangles on one prepared sheet with all the points facing out and the shortest sides of the triangles overlapping to form an empty 6" circle in the center.

Step 5: Spoon cooled taco mixture over overlapping portion of rolls, creating a ring of filling. Fold pointed ends of rolls over filling and tuck

Step 6: For the legs, separate remaining can of crescent rolls into triangles. Fold the tip of the triangle inward by 1", then roll triangles up from the longest side, creating a thin rod about 7" long. Arrange on second prepared sheet in the shape of a wide "V," then repeat with remaining crescent rolls.

Step 7: Bake spider body on lower rack until golden brown and cooked through, 15 to 20 minutes. Bake spider legs on upper rack until golden brown, 10 to 12 minutes. Let cool slightly.

Step 8: Arrange spider body on a platter. Insert 4 legs on each side of the body between strips so they're standing upright. Fill center of body with lettuce, tomatoes, and sour cream in stripes; stick olives in sour cream for the eyes. Serve with more sour cream, lettuce, and tomatoes alongside, if desired.



Halloween Costume Contest

It's that spooky time of year! Our Halloween costume contest is our most popular contest every year. So we're doing it again. We actually have two opportunities in this newsletter to help you win a little extra holiday cash. Check out the word fill on page 5.

This year we're offering even bigger and better prizes: 1st, 2nd and 3rd prizes in children's, adults and group categories. So whether you're dressing up as a whimsical fairy, a classic monster, or a unique character of your own creation, you have a chance to win. Here are a few of our favorites from past years! Shock and amaze us again this year.

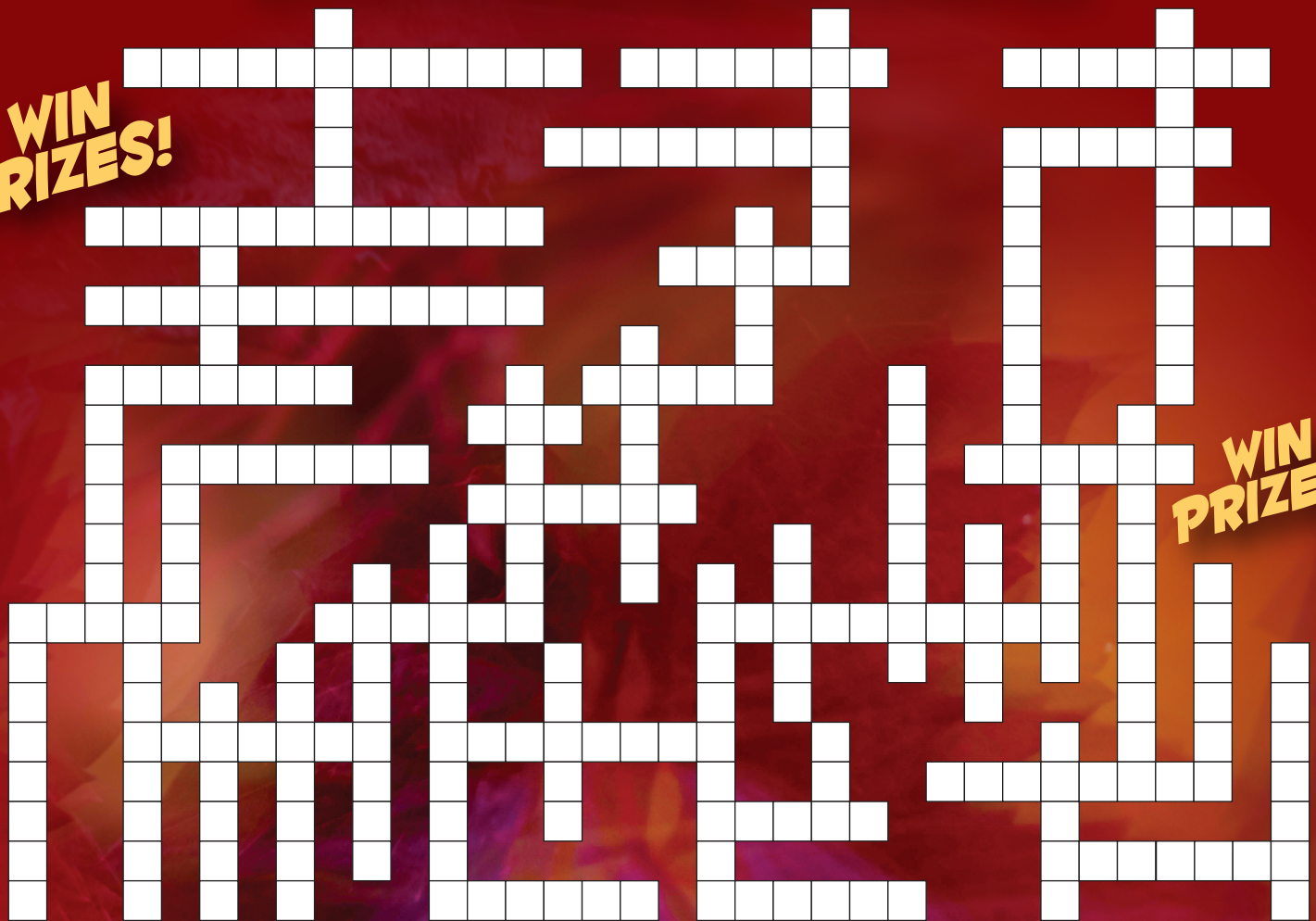


Send entries to samanthazavala@drivewilson.com.
And good luck!

TRICK OR TREAT WORD FILL IN

Write the words in the correct place on the grid based on the number of letters

WIN PRIZES!



WIN PRIZES!

3 letters

bat
bag
boo

5 letters

taffy
ghoul
ghost
scare
robot
fairy
beast

knock
candy
mummy
night

6 letters

spider
pirate
toffee
bucket
goblin
zombie
wizard

treats
sweets
dragon

7 letters

vampire
lantern
goodies
guising
bigfoot
mermaid
costume
pumpkin

unicorn
monster
pretend
mumming

8 letters

dinosaur
licorice
disguise
skeleton
princess
werewolf
caramels

9 letters

scarecrow
chocolate
superhero

10 letters

flashlight
pillowcase
toothbrush

12 letters

frankenstein
neighborhood
butterscotch

Here's another chance to win some extra cash for the holidays! We've added a second Halloween contest — complete the word puzzle for your chance to win.

The first 10 entries will each receive a gift card!

Submit your answers to samanthazavala@drivewilson.com.

REBUS



The Winners:

Thank you to everyone who participated in this fun challenge. **Congratulations** to our winners who either got every answer correct or missed just one!

ANSWERS:

- Good afternoon
- Aim high
- It's a small world after all
- Bottomless pit
- Slightly overcast

- Update
- Odd in your favor
- Safety in numbers
- Turn the other cheek
- What's up
- Running in

- circles
- Forever
- Easy on the eyes
- Ready to go
- Domino
- Too big to ignore
- Negative attitude
- Who's in charge

- Tennis shoes
- Jaywalking
- Apple pie
- Downright stupid
- Wolf in sheep's clothing
- Tuna fish

Reiley Gotcher – TOO
Angel Ochoa – TOO
Vanessa Fragoso – TOO

Christian Mesa – TOO
Antonio Cardenas – CT
Angelina Good – CT

Wes McDonald – TOR
Brianna Connick – TOR
Erick Zermeno – FH

A Banner Year

For **Kevin McDonald, Fixed Operations Director** at **South Coast Toyota**, 2025 has been a banner year.

- In March he got engaged
- In May he completed his Master's degree in Leadership Development at Chapman University
- In September he was promoted to Lieutenant Colonel in the U.S. Army Reserves.

Kevin has been with the Wilson organization since June of 2016. After coming off active duty in the Army he worked for Toyota Motor Sales, both at the national headquarters and at the LA Region. He began as the Operations Manager at **Toyota of Orange**, and proved himself so valuable he moved up through the ranks quickly. When **South Coast Toyota** needed a new Fixed Operations Director, he volunteered for duty.

Kevin's military career began as an enlisted paratrooper in the 82nd Airborne Division, and he served nearly 10 years on active duty as both an enlisted soldier and an infantry officer with worldwide deployments. During this time, he had the opportunity to

jump, rappel, and fast rope from helicopters and airplanes. He traveled the world, in both troubled and peaceful countries, and was stationed stateside at Fort Bragg, North Carolina, as well as overseas in Vicenza, Italy, between deployments. He says that one of the proudest moments of his life was the day he graduated from the U.S. Army Ranger School.



Since 2012, Kevin has continued his service in the Army Reserves as an Observer Controller and Trainer. He instructs senior staff in the Military Decision Making Process (MDMP) and guides them in applying it to plan and coordinate operations. Sounds like perfect companion training for a Fixed Operations Director!

Kevin and his fiancé Carly plan to tie the knot in the spring. Together they have five children (London 8, Regan 10, Blaise 11, Rylan 11 and Maddy 13); so perhaps the logistics of creating a blended family will be Kevin's challenge of 2026. Congratulations, Kevin - for all your accomplishments! We are proud to have you as part of the Wilson team!



Five Feet



For the 5th consecutive year **Mazda of Orange** has been honored with the prestigious President's Award and inducted into the 2024 President's Club for outstanding customer care and exceptional sales performance. Mazda bestows its highest honor on a select few dealerships that excel in sales, service and customer care. Only the top 50 dealerships in the combined categories are named to the Mazda Presidents Club each year.

David Johnson, General Manager said, "Excellence is not a skill – it's an attitude. I'm incredibly proud of our team at **Mazda of Orange**. They and their dedication to our company's culture and commitment to exceptional customer service truly deserve all the credit."

Pictured are the Mazda of Orange team and also Mazda District Manager Francis Gow, presenting **GM David Johnson** with this coveted award.



SPOTLIGHT

Wilson Automotive takes great pride in our many loyal, long-term associates. We take care of our people, who in turn provide excellent service for our customers. In future newsletters, we will feature individuals who have chosen to build a career with the Wilson organization. We have even created a questionnaire to help us get to know your outstanding associates better. This month, we highlight **Gary Kravetz**, a nearly 25-year employee of **Right Honda**. Please contact us to submit future SPOTLIGHT stories samanthazavala@drivewilson.com.

Employee Spotlight – Gary Kravitz

Name & Role; What's your name and what do you do at the dealership? 🍁 Gary Kravetz – Fleet Department

- Sell a lot of cars
- 7-Time Platinum CSL
- Help with dealer trades

Journey; How long have you been with the company and what brought you here? 🍁 24 years and 5 months.

April 2, 2001. **Jay Francis** recruited me from Showcase Honda, where I was for 8 years. I brought my whole staff of 6 guys, whom since have either retired or moved on.

Passion; at Work What's your favorite part of your job? 🍁 Meeting people and putting dreams in driveways.

Beyond the Dealership; Do you have a hobby, talent, or interest outside of work that you'd like to share? 🍁 Big hiker 🍁 5 dogs & a chinchilla 🍁 Golfing 🍁 Hanging out with my 2 cool kids

Fun Fact; Tell us one fun or surprising fact about yourself (something coworkers might not know). 🍁 I went to culinary cooking school to be a chef. 🍁 Surprise: In the Navy, did 2 years active + 7 years reserve training, while selling cars in the '80s!

Words to Live By; Do you have a favorite quote, motto, or piece of advice you'd like to share? 🍁 **"If you take care of the store, it will take care of you. Let's do it right!"**

LONG-TIME PARTNERS



For the 20th consecutive year **Right Toyota** associates have partnered with the Exchange Club of Scottsdale to support outstanding causes in the Scottsdale metro area. **General Manager Jamie Steinseifer**, **Assistant Used Car Manager Joseph Tenaglia**, and **Director of Philanthropy Jane D'Amelio** are all active members of the Exchange Club, and proudly support their many projects: Raising awareness for child abuse prevention, honoring Officers and Firefighters of the year at their annual awards ceremony, and supporting the 911 Memorial "Healing Fields" are just a few of the areas on which they focus.

The Exchange Club is a dedicated group of patriotic volunteers who join together to build stronger communities through volunteerism, patriotism and meeting the needs of local citizens. Pictured here at another sharing moment are: Rich Bauer, Exchange Club Past President; Andrea Schmidt, Exchange Club President Elect; Jamie Steinseifer, RT General Manager; Nick Bastian, Exchange Club of Tempe; Joseph Tenaglia, RT Asst. UC Manager, and Jane D'Amelio, RT Director of Philanthropy.

FISHING TRIP

Our annual Parts and Service Fishing Trip was another huge success! Interest was so high this year that we added a third boat to accommodate the long waitlist. As always, the trip brought together a mix of first-timers and seasoned pros, making for a fun and friendly competition on the water.

Each boat held its own contest for biggest fish, most fish, and most species caught. Conditions couldn't have been better! The ocean was calm, the fish were biting early, and spirits were high. The Old Glory had an especially great day, reeling in more than 320 fish, including lingcod and rockfish.

Winners

The Grande

- Biggest Fish: **Eric Romo** (WCH)
- Most Fish: **Bryan Balandran** (VF)
- Most Species: **Steve Brunsworth**

The Old Glory

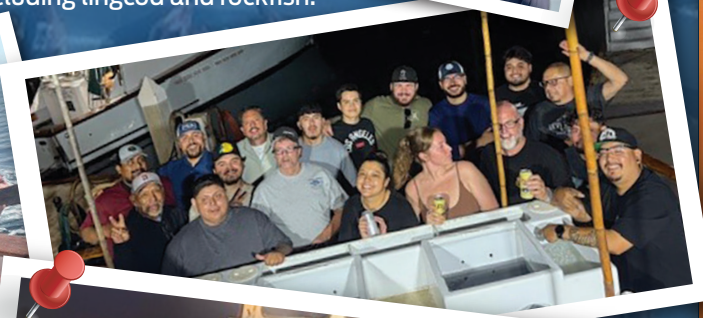
- Biggest Fish: **Alex Pereyra** (TOO)
- Most Fish: **Justin Azze** (TOO)
- Most Species: **Mark Brandner** (TOO)

Diawa

- Biggest Fish: **Abel Salazar** (VF)
- Most Fish: **Josh Hernandez** (VF)
- Most Species: **Sheldon Cope** (VF)

It's always a great chance to relax, connect, and maybe even land the biggest catch of the season.

Stay tuned for next year's dates to be announced soon!



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, AZ

Toyota Puerto Vallarta
Puerto Vallarta, MX

Toyota of Las Vegas
Las Vegas, NV

Claremont Toyota
Claremont, CA

Right Honda
Scottsdale, AZ

Freeway Honda
Santa Ana, CA

Gardena Honda
Gardena, CA

Weir Canyon Honda
Anaheim, CA

Weir Canyon Acura
Anaheim, CA

Villa Ford of Orange
Orange, CA

Mazda of Orange
Orange, CA

Rockledge Securities
Orange, CA