

The Road

Well Traveled



Another year is behind us; and it is January - the month traditionally believed to be named after the Roman God Janus. Janus was depicted as having two faces: one looking to the past, and one to the future. He was the god of beginnings, doorways, transition and change.

It will be February by the time this letter reaches you; and 2026 is already a year of change for our organization. You previously received the memo announcing the retirement of two of our most valued, long-term associates: **Bill Coyne** and **Pam Komplexski** of **South Bay Toyota**. We are deeply grateful for their many years of service and wish them the very best as they begin this new chapter. At the same time, we are pleased to announce the transition or promotion of six outstanding leaders. **Brad Pringle, Bucky O'Connell, Steve Saad, Marc Pereida, Adam Gordon** and **Elio Chemaly** will each be taking on new challenges in 2026. We congratulate them and are confident in the leadership they bring to their new roles.

These changes highlight the depth of talent within our organization and our ongoing commitment to developing strong leaders from within. I want to thank each and every one of you for your hard work and dedication that continues to make our organization great.

In 1997, my partners and I established a 401(k) pension and profit-sharing plan as a meaningful way to invest in our associates. That was a good year, and we

contributed \$400,000 to that fund. Since then, we have contributed every year (more in good years, a little less in challenging years). Over the past 28 years we have contributed a total of 32,000,000 to your 401K.

Despite ongoing challenges in our industry, our associates continue to excel and strengthen our organization. We have the brightest, most talented people in the business; and I am proud you have chosen a career with Wilson Automotive. I see from the anniversaries listed here that some of you have been with your dealerships nearly as long as I have been in this business. I am truly honored by your loyalty and commitment – some spanning more than 40 years. In appreciation for your dedication and loyalty, my GM's and I are again contributing to your 401K. The 2025 contribution is \$2,000,000, bringing the grand total for 29 years to **\$34,000,000!**

Like Janus, we can look back at how our organization has changed. But we must also look forward and remain committed to our core values of integrity, honesty, and customer satisfaction. Together we will continue to build on our reputation as an exceptional place to work, do business, and recommend to others. I look forward to working alongside you in 2026 and thank you from the bottom of my heart for all you do to keep our company great.

Back To School Bash

Toyota of Huntington Beach proudly partnered with Oak View Elementary School and the Huntington Beach Police Department to kick off Oak View community's annual Back-to-School Bash.

More than 150 backpacks and pairs of shoes were gifted to students during the event. The children were especially excited to be able to select their own shoes. For many of them hand-me-downs are the norm, and a single pair of shoes is often shared among siblings.

Members of the Huntington Beach Police Department volunteered their time throughout the event, helping distribute items and connecting with local families. This annual collaboration between the dealership and the Oak View community ensures that underserved students have what they need to start the new school year in style.



Toyota of Orange Promotions

In conjunction with Toyota of Orange's long-awaited expansion, there have been several notable promotions. These individuals have shown skill, dedication and leadership, and will be vital in helping manage the challenges and opportunities of our greatly expanded parts and service departments.



Azin Sanchez

Congratulations to Azin Sanchez on her promotion to Service Manager (Drive Manager)!

Azin has been with **Toyota of Orange for 13 years**, starting as a cashier and growing into roles including bookkeeping, TMX writer, and Internal Office Manager. Her journey reflects her strong work ethic and dedication. Azin is known for her motivation, attention to detail, and focus on efficiency, and we're excited to see her continue to succeed in this new role.



Jeff Pena

Congratulations to Jeff Pena who has been promoted to Service Manager (TXM Department)!

Jeff has been with the **Toyota of Orange team for 14 years**, growing through multiple roles including TXM Technician, Internal Office Booker, Service Advisor, and now Service Manager. His deep knowledge of the department, strong leadership, and commitment to excellence make him a great fit for this role.



Garrett Largent

Congratulations to Garrett Largent on his new role as Service Quality Specialist!

With **8 years at Toyota of Orange**, Garrett has grown from Certified Toyota Technician to MDT and now into this key leadership role. He will support the Shop Foreman and the Service Quality Specialist while assisting technicians, advisors, and customers with complex diagnostic concerns, test drives, and repeat or intermittent issues. Garrett will also support TXM technicians through best practices and technical development. Adding to this achievement, Garrett is the 2025 MDT Skills Test LA Region Winner - a true reflection of his skill and dedication.

Wilson Automotive Trivia Challenge!

Think you know Wilson Automotive history? Put your knowledge to the test for a chance to win! The first 10 people to submit the correct answers will receive a gift card.

Submit your answers to Samantha Ramirez – samanthazavala@dwwco.com

TRIVIA QUESTIONS:

1. Toyota of Orange was David Wilson's first dealership. In what year did he purchase it?
2. Other than David, who is the longest-term Wilson employee. (bonus points if you can name the individuals in 2nd and 3rd place)
3. How many dealerships does Wilson own?
4. What is one thing you will never get at a Wilson dealership?
5. What is David Wilson's birthplace?
6. What is currently the #1 selling car in America?
7. Where is Wilson Field located?
8. State a well-known Wilson philosophy (mentioned in this newsletter)
9. What is the newest Wilson Automotive dealership?
10. In what year did Wilson Automotive sell its 1.5 millionth vehicle?

Have fun finding the answers – and good luck!

5th

ANNIVERSARY

Anniversary

Ryan Ford	WAG
Donna Grimm	RT
Michael Kipperman	RT
Max Palmer	RT
Matthew Slenske	RT
Kenny Molash	RT
Tiffany Sharp	RT
Maria Pasillas	RT
Joel Nuno	FH
Jose Galvez	FH
Jose Huerta	FH
Aurora Garcia	FH
Victor Galvez	FH
Bryan Avila	MOO
William Hamilton	MOO
Ivor Hough	MOO
Juan Muro	MOO
Patty Olveda	MOO
Hector Partida	MOO
Paisley Petruzzelli	MOO
Catherine Barrett	THB
Brandon Maxwell	THB
Blake Buettner	THB
Jaime Cerda	THB
Eduardo Fuentes	THB
Joanattan Gascon	THB
Cynthia Glenn	THB
Cristian Morales	THB
Isidro Ramos	THB
Robert White	THB
Moises Trujillo	TOO
Angel Ochoa	TOO
Daniel Jeronimo	TOO
Michael Carter	TOO
Jesus Leon	TOO
Jorge Zepeda	TOO
Robert Loera	TOO
Justin Azze	TOO
Edwin Rodriguez	TOO
Martin Estrada	TOO
Jesus Carrera	TOO
Jose Duarte	WCH/A
Todd Jones	WCH/A
Edward Samarraie	WCH/A
Javier Zamora Donis	WCH/A
Kakou Ahulanu	VF
Corby Bethell	VF
Gale Garcia	VF
Lorena Guerrero	VF
Jacob Lampley	VF
Hugo Llamas	VF
Alejandro Magallon	VF
Ricardo Martinez	VF
Javier Medrano	VF
Rodrigo Mendez Martinez	VF
Luis Robles	VF
Abel Salazar-Ochoa	VF
Nicholas Bowers	GH
Valente Ignacio Perez Prudencio	TPV
Omar Silvano Uribe Gonzalez	TPV
Ingrid Osana Rodriguez Delgadillo	TPV

Abraham Garcia Hernandez	CT
Alfonso Moreno Gallegos	CT
Amanda Alvarez Gutierrez	CT
Angelina Good	CT
Antonio Sanchez	CT
Armando Medina	CT
Aurelio Roman	CT
Brian Santo	CT
Bruce Wright	CT
Candace Harrington	CT
Cesar Loma	CT
Chantell Mendiola	CT
Christine Soto	CT
Christopher Lancaster	CT
Daniel Vera	CT
Daniel Jackson	CT
David Concha	CT
Dawn Valdez	CT
Derrick Bates	CT
Ed Dan	CT
Eduardo Camacho	CT
Ernesto Salcedo Moran	CT
Ernesto Rojas Castaneda	CT
Esteban Sanchez	CT
Fabrizio Escobal Brandon	CT
Garrett Scott-Woolford	CT
George Guzman	CT
Gloria Guzman	CT
Hany Gaied	CT
Harmony Tiguel	CT
Hector Guzman	CT
Hector Martinez Vasquez	CT
Henry Figueroa	CT
Herman Sharkawi	CT
Hugo Ruiz Esquivel	CT
Imber Rojas	CT
Ivica Zupic	CT
Javier Ramirez	CT
Javier Munoz	CT
Jay Han	CT
Jesse Velasquez	CT
Jesse Alvarado	CT
John McMahon	CT
Johnny Velasquez	CT
Jonathan Medina	CT
Jonathan Fairman	CT
Jonathan Lancaster	CT
Jose Ayala Chavez	CT
Jose Castillo	CT
Jose Lopez Martinez	CT
Jose Orozco	CT
Joseph Zepeda	CT
Joy Sosa Ramirez	CT
Juan Cabrera	CT
Juan Chavez	CT
Juan Ayala Navas	CT
Juan Sandoval	CT
Kathleen Matson	CT
Kaylin Valenzuela	CT
Loretta Andres	CT
Luis Medina	CT
Luis Macias	CT
Marco Cabrera	CT
Marcos Contreras	CT
Marisela Guzman	CT
Melanie Cota	CT

Melina Caicedo	CT
Miguel Garcias	CT
Miguel Hernandez	CT
Mohamed Alsalamony	CT
Monique Good	CT
Olivia Vedoy Pratt	CT
Oscar Vergara	CT
Oswaldo Godoy Garcia	CT
Pablo Herrera	CT
Pedro Bernal	CT
Pedro Gutierrez	CT
Philip Ramirez	CT
Phillip Tarin	CT
Phillip Ferrer	CT
Ramiro Ortiz	CT
Randy Mora	CT
Rey Palma Contreras	CT
Ricardo Hernandez	CT
Ricky Mason	CT
Rigoberto Mendoza	CT
Robert Carlos	CT
Roni Kuch	CT
Rudy Gonzalez	CT
Salvador Ramirez	CT
Salvador Ballesteros	CT
Scott Zalibra	CT
Sergio Morales	CT
Sergio Cabuto	CT
Sergio Rivera	CT
Sophia Good	CT
Steven Saad	CT
Todd Swearngen	CT
Troy Ono	CT
Venedick Songco	CT
Veronica Alvarez	CT
Yong Zhao	CT
Kelli Coyle-Turner	TLV
Christina Kaufman	TLV
Vince Parra	SCT
Lazaro Sanchez	SBT
Andy Polio	SBT
Carmen Millan	SBT
Jamie Komplexski	SBT
Jaris Kaido	SBT
Edward Gomez	SBT
Gerardo Jr. Galvan	SBT
Kevin Castro	SBT
Michael Coscia	TOR
Clifford Divina	TOR
Jorge Sanchez	TOR
Cornelio Teves	TOR
James Clingersmith	TOR
Carlos Pozos Barriga	TOR
Tina Nevarez	TOR
Frank Martinez	TOR
Brandon Martinez	TOR
Shirley Hill	RH
Tyler Burmester	RH
Zach Bowers	RH
Samuel Pineau	RH
Jose Valencia-Ochoa	RH
Joseph Dibiase	RH
William Heavelin	RH
Samatha Heavelin	RH

10th ANNIVERSARY

Craig Little	WAG
Eloisa Salonga	WAG
Farhan Khan	RT
Ryan Jenny	RT
Paul Landau	RT
Adrian Martinez	FH
Serafin Cano	MOO
David Johnson	MOO
Manolito Binarao	TOO
Hector Bravo	TOO
Blong Moua	TOO

Ismael Sandoval	TOO
Joaquin Velarde	TOO
Issa Abdelahad	WCH/A
Alex Amiri	VF
Alberto Avilla	VF
Christian Camacho	VF
Kevin Greer	VF
Daniel Neufeld	VF
Andrew Romano	VF
Jacob Salazar	VF
Oscar Salazar	VF
Jose Sanchez	VF
Alex Suarez	VF
Spencer Ward	VF
Christian Ivan Ortega Valdivia	TPV
Maria Lucia Ramirez Garcia	TPV

Jose Osvaldo Alvarez Macedo	TPV
Rene Barahona	TLV
Meghan Abshire-Strong	TLV
Mayra Cobian	TLV
Rhonda Decosta	TLV
Ventura Lazaro	SCT
Erik Velazco	SBT
Samuel Hong	SBT
Mehdi Zamanian	TOR
Mark Leininger	TOR
Tanya Davila	TOR
Victor Reyna	TOR
Monica Rocha	TOR
Chance Abbott	RH
Mark Laster	RH
Omar Soto	RH

Yoshihiro Kume	SBT
Roger Lopez-Espinoza	SBT
Eduardo Nunez	TOR
Ernie Gonzalez	TOR
Susie Contreras	RH
Rami Khouri	RH

15th ANNIVERSARY

Matt Winter	RT
Ryan Sacks	RT
Moussa Haddad	RT
Roger Terp	RT
Varun Sharma	RT
Cathy Herrera	FH
Richard Nemeth	FH

Gregory Davenport	MOO
David Estrada	TOO
Olga Yudith Curiel Jimenez	TPV
Ismael Quinonez	TLV
Scott Mitchell	SCT
Max Beltran-Diaz	SBT
Luis Arias	SBT

Jorge Noble	SBT
Sandra Ward	TOR
Fernando Romo	TOR
Scott Munroe	RH
Silverio Sanchez	RH

20th ANNIVERSARY

Jose Andrade	RT
Jessica Guzman	RT
Laura Macias	MOO

Mario Quinonez	MOO
Michelle Toyoda	THB
Dawne Wilson	THB
Melanie Carambia	VF
Fernando Gomez Jr.	VF

Stephen Lewis	TOO
Corey Smith	WCH/A
Chad Roberts	SCT
Allen Mozzett	TOO
Shawn Cutts	TOO

25th ANNIVERSARY

Craig Whetter	WAG
Tanya Fricker	WAG
Minh Dang	THB
John Keller	THB

Francisco Torres	TOR
Robert Diyorio	TOR

30th ANNIVERSARY

35th ANNIVERSARY

Francisco Torres

TOR

Robert Diyorio

TOR

Operation Easter Baskets

Help us bring smiles to the faces of underprivileged children this Easter. **Wilson Automotive** is partnering with local non-profits to provide spring baskets for homeless and disadvantaged children in our communities.

We are accepting donations until **March 20th** – to give us time for us to assemble the baskets and make the drop-off deadlines for the organizations. (**Drop off location: Toyota of Orange** - contact Samantha Ramirez)

If each of us donated just one item, we could easily make Easter a celebration for dozens of underserved children. Please consider donating one (or more) of the items listed below:

Easter Candy:

Regular size Chocolate bunnies
Individual jellybeans
Individual robin eggs
Peeps

Hygiene items:

All in-one shampoo/conditioner
Bodywash (Children's 3-in-one preferred)
Toothbrush/tooth paste

Gift items:

Crayons
Coloring books
Toy cars
Stuffed animals
Jump rope
Books

If you'd like to help us assemble the baskets or if you should have any questions, please contact Samantha Ramirez at 714-516-3182 or samanthazavala@dwwco.com.



Halloween Costume Contest

Kids

1ST PLACE

Emmanuel Lezma
Toyota of Orange



2ND PLACE

Heather Palmer
Toyota of Orange



3RD PLACE

Angel Gutierrez
Weir Canyon Honda



Adults

1ST PLACE

Robert Rosas & Gio Castaneda
Villa Ford



2ND PLACE

Cheri Urian (Son & Soccer team)
South Bay Toyota



3RD PLACE

Laura Rife
Toyota of Huntington Beach



Dealership

1ST PLACE

Dealership
Freeway Honda



1ST PLACE

Dealership
Villa Ford



Thank you to everyone who participated and submitted photos in our annual Halloween costume contest. We were thrilled by the creativity and enthusiasm shown in all the entries, which made the judging both exciting and challenging.

Congratulations to our winners – each received an American Express gift card. Thank you all for helping make this year's contest such a frightfully fun event.

Toy Drive Success

Wilson Automotive did it again with their incredibly successful Holiday Toy Drives -spreading cheer across our communities! **Toyota of Orange, Mazda of Orange, Villa Ford, Claremont Toyota, Toyota of Huntington Beach, Right Honda, and Right Toyota** proudly partnered with local non-profits, law enforcement and fire departments, to help bring smiles to children in need this holiday season.

Each dealership hosted festive toy drive events, featuring raffles, food trucks, children's activities, and other family-friendly attractions – including a very popular puppy petting zoo

In addition teams took the holiday spirit directly to the Oak View community in Huntington Beach spreading smiles to more than 300 children. All donations were thoughtfully distributed through local non-profit organizations to ensure they reached families who needed them most.



FISHING TRIP

Mark your calendars for our annual Parts & Service Fishing Trip on August 21–22!

It's a great chance to unwind, build connections, and maybe reel in the biggest catch of the season. Last year was a huge success and filled three boats, so be sure to sign up and submit your deposit as soon as it becomes available.

Spots will go fast!



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