Winner of the “Name the Newsletter” Contest

We wanted to thank the many people who submitted names for the newsletter. There were several good ideas but one said it all. As you can see by the banner atop this first page, your employee newsletter is now called “DCH Proud out Loud”. As we see it, this newsletter is a celebration of us all at DCH. The winner of this submission is Dana Rodriguez, Variable Operations Trainer - Eastern Region. We want to congratulate Dana for her entry.

The DCH Employee Emergency Relief Fund

The DCH Employee Emergency Relief Fund was created in the aftermath of Super Storm Sandy that devastated parts of the New Jersey-New York area and gravely affected the lives of DCH Auto Group team members. DCH Chairman Shau-wai Lam and the DCH Executive Board decided to provide assistance to those in need based on the outcome of the storm.

The Employee Emergency Relief Fund provides financial assistance to eligible employees of DCH Auto Group or its affiliates and their dependents who have been the victims of a natural disaster such as a hurricane, flood, fire, earthquake and other emergency events, particularly when it leads to loss of income, loss of home, or death.

To be eligible for a relief grant from the Fund, regular full time or regular part time employees must make an annual IRS tax-deductible contribution to the fund of at least twenty dollars ($20) to receive a Relief Grant from The Foundation. This is done through a payroll deduction. The deadline for participation in 2013 is June 30th.

Information about the program is located on the Compli system at: Compli/Policies/Charitable Foundation SPD. If you have additional questions, please contact Gene Hallenbeck, Vice President of Human Resources at (732) 952-0220.

Professional Women’s Association

DCH recognizes that diversity in our workforce makes us stronger and more successful. Our mission is to advance and empower women in the DCH organization to grow their careers within the DCH Family. The vision of DCH’s Female Talent Management Strategy is to help create and sustain a diverse DCH organization where women feel optimized and empowered.

Working with a Core Team of volunteers to organize the group of over 35 women representing all of the East Region dealerships, they have formed workgroups and are diving into the research and planning phase of the project. We believe the results of this initiative will be ground breaking for DCH and for women in the Auto Dealership industry. Once the group is firmly established in the East they will begin seeking membership in the West Region.

We launched this initiative late last summer, through a survey of all women in the DCH Auto Group Family. Overwhelmingly, respondents indicated an interest in a women’s network at DCH and in supporting DCH Auto Group in achieving its goals.

The DCH Professional Women’s Association is a key focus area for the Company. It is considered important to DCH’s strategy and therefore critical to DCH Auto Group’s success. We thank you in advance for your support of DCH Professional Women’s Association (PWA).

The first event that the PWA supported outside of DCH was The Women’s Fund of NJ-Power of the Purse event held at BMW of Bloomfield on March 7. Several members of the Core Team attended the event to network, get the word out about the PWA and hand out the DCH bags.
With the first quarter of the year behind us, I wanted to let all of you know how proud I am of DCH team members. I am definitely “DCH Proud Out Loud” when it comes to the way we conduct our business and achieve results.

There are many things to recognize and celebrate. We continue to receive awards and accolades inside and outside our industry. When people look at DCH, they see an organization that cares about the customer, the employee and the community.

This year we launched two very important programs in DCH. In the east coast we are piloting the Professional Women’s Association and across the country, DCH began the Employee Emergency Relief Fund. I am very proud of these efforts and you can read about them in this issue of the newsletter.

As I look ahead for the second quarter, I see tremendous opportunity in the different sectors of our business. With our business positioned to grow and core talent on board, we are excited about realizing those opportunities in the months ahead.

Your managers have been receiving training on new processes. We are counting on them to guide and help you to be successful in your daily work efforts. It is my sincere belief that by having a coaching culture in DCH, we will become the dealer of choice and the employer of choice!

I wish you much success this quarter and look forward to sharing more success stories with you in the next newsletter.

George Liang

DCH Proud Out Loud

DCH Awards and Notable Achievements

A. Manufacturer’s Awards:
1. Acura Precision Team Award: DCH Tustin Acura (10 in total and 9 consecutively), and DCH Montclair Acura (5 times.)
2. Honda President’s Award: DCH Academy Honda (8 times.)
3. Toyota President’s Award: DCH Freehold Toyota (15 times), DCH Brunswick Toyota (5 times), DCH Wappingers Falls Toyota (4 times) and DCH Toyota of Oxnard (9 times)
4. Audi Magna Society Elite Award (only 11 winners in the country): DCH Millburn Audi (2 times)
5. Audi Magna Society Award: DCH Audi Oxnard (2 times)
6. Elite of Lexus Award: DCH Lexus of Oxnard (11 times) and DCH Lexus of Santa Barbara (first year)

B. DealerRater Dealers of the Year in the states our dealerships represent:
1. DCH Freehold Toyota
2. DCH Wappingers Falls Toyota
3. DCH Toyota of Simi Valley
4. DCH Academy Honda
5. DCH Audi Oxnard

C. Edmunds.com Premier Dealer Award:
1. DCH Academy Honda
2. DCH Torrance Toyota

D. Automotive News Top 100 Best Dealers to Work For:
1. DCH Tustin Acura
2. DCH Millburn Audi
Welcome Helen Leung to the 40 Year Club

Celebrating 40 Years with DCH, Helen joins Shau-Wai Lam (46), T.Y. Lai (43), and K.C. Hui (45)

Helen Leung came to work for DCH in April of 1973. Helen started working for our corporate office on 34th Street & Madison Avenue in New York, in the accounting office. In 1984, after 11 years working in corporate, Helen moved to the accounting office in DCH Paramus Honda, where she has been a bookkeeper. Helen keeps a positive attitude and enjoys working for the DCH family. Helen’s hard work and dedication has not gone unnoticed. Helen enjoys her own parking spot at DCH Paramus Honda, a very rare and coveted piece of property!! DCH management and team members appreciate Helen’s service and would like to take this opportunity to congratulate Helen Leung for 40 years of service and dedication with DCH Auto Group!

Helen comments, “Working for DCH for 40 years has been a very big honor.”

Way to Go!
DCH Toyota of Simi Valley

DCH Toyota of Simi Valley has been involved in many community based activities over past months. Some of them are listed below:

Not One More (Car Show), Simi Valley Boy Scout Troop 698, Moorpark College Athletics, Simi Valley High School (Basketball, Football), Royal High School (SADD, Marching Band, Basketball), Simi Valley Education Fund, Valley Middle School, Right Road Kids (Atherwood Elementary School; Justin Elementary School), Troop Turkey Drive, Simi Valley Good Samaritan Center, Toys for Tots, Hillside Middle School (SADD), Breast Cancer Bake Sale.

Employee Awards & Certifications:

We celebrate the Employee of the Year; last year it was: Samantha Bender – Warranty Administrator and Christine Bender - Service Assistant
Wappingers Falls Toyota won the 2013 NY Toyota Dealer of the year from DealerRater.com for the 2nd year in a row. We’re Number 1!!

DCH Wappingers Falls Toyota

Our Presidents’ Day was spent with local K-107FM DJ Wolfman, as we raffled off a 2-year lease on a 2013 Camry. The winner, Rhesa Lewis-Pousada is very happy.

At DCH Wappingers Falls Toyota Employee of The Month receives a gift card and the coveted best parking spot. Winners of this quarter were Naeem Randall, Dina Gaillard and Greg Rizzuto.

K 107’s Woodman, Rhesa Lewis-Pousada, Michael Limata, Daryl Callahan

Naeem Randall  Greg Rizzuto  Dina Gaillard

Construction continues on our new building
DCH Offers Defensive Driving Course for Parents and Teens

Early in March, the DCH Teen Safe Driving Foundation held its first defensive driving course – DCH-Impact Defensive Driving – on the campus of DCH dealers in Temecula, CA.

The curriculum for the DCH-Impact Defensive Driving Course was developed through a partnership between the DCH Teen Safe Driving Foundation and Impact Teen Drivers, a California-based teen safe driving education and advocacy group, and is designed for teens and parents alike.

Teens learn the difference between driving and defensive driving, how to identify dangerous driving situations, and identify the common vehicle maintenance issues that have an adverse effect on safety.

Parents learn the importance of good communication between them and their teens about driving, how to establish rules with their teen about driving, and facts about Graduated Driver License laws.

The course requires the participation of a parent or guardian, so that parents can continue to act as role models and teachers at home.

The next DCH-Impact Defensive Driving course was held on May 11 at DCH Tustin Acura, during Global Youth Traffic Safety Month.

DCH and Global Youth Traffic Safety Month

May is Global Youth Traffic Safety Month when attention across the globe is focused on the dangers teens face behind the wheel of a car. DCH dealerships will be joining other youth safety groups and organizations to highlight issues of teen auto safety.

For the month of May each DCH dealership will display a large gray ribbon, the logo and symbol for Global Youth Traffic Safety Month, on showroom and service facility windows. The displays will prominently show that DCH cares and supports efforts to reduce the number of teen car-related tragedies.

DCH Dealerships, partnered with local High School SADD (Students Against Destructive Decisions) Chapters, will hold events to bring awareness to this cause and DCH’s work within the community. These events will range from safe driving demonstrations to fundraisers for SADD chapters, to parent-teen defensive driving courses.

Brain Injury Alliance Honors Roy Bavaro & DCH Teen Safe Driving Foundation

Roy Bavaro, Director of Corporate Marketing and Executive Director of the DCH Teen Safe Driving Foundation, accepts the Brain Injury Alliance of New Jersey 2013 Gala Honor. The award honors individuals who have made significant contributions to advancing the quality of life in New Jersey. The Brain Injury Alliance of New Jersey honored the DCH Teen Safe Driving Foundation and Roy for the Foundation’s work with teens and young drivers.
Employee Recognition:

DCH Freehold Toyota Technicians Named Regional Quality Champions

The Toyota Quality Champions are a small number of Master or Diagnostic Technicians nationally who currently submit a significant number of high quality Dealer Product Reports on a regular basis. These Technicians are “Toyota advocates”, people who already believe in the Brand and care about it enough to consistently devote their own time and effort into making high quality DPR’s.

Chris Juliano and David Okun were chosen as regional Quality Champions since they have been among the top ten technicians in the region in submissions of quality product reports last year and this year. The Toyota Quality Champion is considered and “elite status” beyond Master Diagnostic status of the Toyota Certification Program. Chris and David have set themselves apart from the majority of technicians who have both met this criteria. Their high quality Dealer Product Reports has helped engineers worldwide to identify and correct quality issues and improve the Toyota product and enhance the customer experience. In recognition of this Chris and David were invited to participate in the Toyota Quality Champions Program. Congratulations to Chris and David.

Susan Scarola selected as an honoree by CIANJ

The Commerce and Industry Assoc. of NJ (CIANJ) Chairman Tracy Straka hosted a reception to honor “Women of Influence”, a special tribute to a select group of New Jersey’s women business leaders. This elite group was recognized at an evening event, including an awards ceremony on May 6. Special Guest, Lt. Governor Kim Guadagno was in attendance to salute Women of Influence including DCH Vice Chairman, Susan Scarola.

Jason Cohen of DCH Brunswick Toyota, quoted in Article for CRM.com

Market Focus: Automotive Dealers Go Digital

Auto sellers respond to customers with online options.

By Leonard Klie

Today’s car buying process begins long before a customer sets foot in the showroom, making it increasingly important for dealerships to have a strong online presence and reputation.

Recent research from J.D. Power & Associates found that 79 percent of consumers looking to buy or lease a new car use the Internet in their purchasing decisions, and visit an average of 1.4 dealerships before buying, down from 4.5 in 2005.

This trend is requiring dealerships to rethink their sales and marketing strategies.

“Our digital storefront is very important to us,” says Jason Cohen, BDC Manager at DCH Brunswick Toyota. “Customers visiting our Web site are more likely to buy from us, so we are trying to draw as much traffic to our site as possible.”

Other tools can automatically generate and send price quotes to Web site visitors while they’re checking out car models online. DCH Brunswick Toyota uses a white-labeled Digital Salesperson solution.

At DCH Brunswick Toyota, Cohen says he maintains accounts on all the major social sites, “not so much as a lead generation tool but as a brand recognition tool.”
**TASTY TIPS FOR Eating Smart at Work**

1. Pack food and beverages for the week ahead. Spend an hour getting organized on Sunday and save time and money all week long. Wash fruit, bag vegetables, slice cheese and fill water bottles for the week ahead.

2. Stock up on nutrition. Fill your desk drawers, office fridge and briefcase with a healthy variety of tasty snacks and quick meals like instant oatmeal, trail mix and microwaveable entrees.

3. Pack lunch while you cook dinner. You can cook once and eat twice by making “planned-overs” at dinnertime. Make an extra serving or two and pack them to-go as you clean up the evening meal.


5. Pump up with protein power. Many office treats are all sugar and fat. For long-lasting brain and body power, add some protein with nuts, seeds, soynuts, yogurt, milk, jerky and nutrition bars.

6. Switch to a fruit dish. Tempted by the cookie jar or candy dish? Switch to a fresh fruit bowl or a jar filled with different, delicious, dried fruit like mango, pineapple, apricots, plums and craisins.

7. Drink to your health. Staying well-hydrated helps you think more clearly, be less cranky and do less mindless munching. It is also one of the best skin treatments in the world.

8. Treat yourself well. When it’s time to eat, give yourself a real break. Stop working, stop rushing and give yourself a few minutes to really savor whatever you are eating.


www.EatSmartMoveMoreNC.com

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**Designating a beneficiary for your DCH Retirement Plan account**

In the event of your death, your DCH Retirement Plan account beneficiary designation determines who will receive your vested account balance at the time of your death. Many people mistakenly believe their Will or other estate planning documents determine the beneficiary of their company-sponsored retirement programs, however the DCH Retirement Plan beneficiary election that you have on file takes priority over other legal documents.

Without a designated beneficiary, the Plan will determine a beneficiary within the confines of ERISA rules, and your vested account balance may not be distributed in the manner you intended at the time of your death.

A lack of a beneficiary may also delay your DCH ESOP account from being liquidated since that plan uses the same beneficiary you assigned to your 401(k) account as well.

Estate settlements can be a lengthy process and you may want your loved ones to have access to your Retirement Plan accounts quicker you’re your holdings can be reconciled. That is why it is so important to have beneficiary information on file.

To view and/or update your Retirement Plan beneficiary information:

- Sign on to your account on the Wells Fargo Retirement Plan Website: https://www.wellsfargo.com/retirementplan/wrs/
- Select the My Account tab at the top of the page, then choose *My Profile* Link, then *Manage Beneficiary* links.
- A screen will appear for you to add or update your beneficiary information. You can also identify whether the beneficiary is primary or contingent.

Special rules apply for not assigning a married spouse as your beneficiary. Please contact Wells Fargo Customer Support at 1-800-377-9188 for forms and additional information.

- You can enter more than one beneficiary by clicking the Add Beneficiary button.
- Click Save and exit out of your account.

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This Employee Newsletter brought to you by Your Human Resource Team:
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