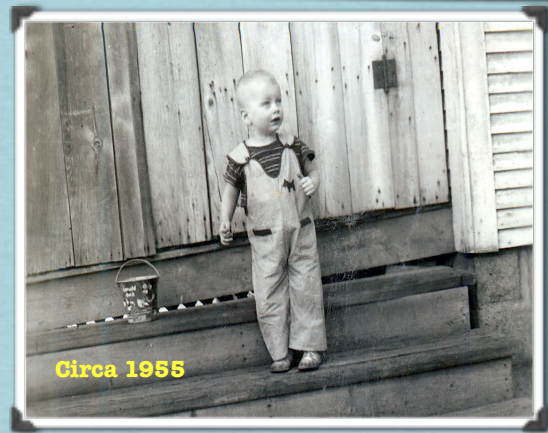




THE ROAD WELL-TRAVELED

Happy New Year From Our Chairman



Circa 1955

This is the time of year when the CEO writes a nice wrap-up letter with facts and figures from the previous year and makes grand projections for the year to come. Depending upon the economy it can be a "We Killed the Competition" letter or a "Hang In There – it will get better" memo. This year I would like to do something a little different. Facts and figures and motivation are important. But I am a firm believer that our business is about our associates. And I am constantly reminded what remarkable people we have working at our dealerships. Each month in this newsletter we read about the incredible things you do every day, whether on the job or at home, to make your community a better place to live and work. And I would like to take this opportunity to thank you.

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Nearly 25 years ago, when I was the new owner of a single dealership with 90 associates, my employees gave me a most extravagant and generous gift for Christmas. Knowing I admired the craftsmanship of the Ferrari, everyone chipped in and bought me a model, lead crystal Testarossa. It is a beautiful piece of art that I cherish to this day.

However, as Vikki and I admired this gift in my office at Toyota of Orange, a thought occurred to both of us simultaneously: The amount of money used to purchase this gift for me could go a long way toward making the holiday brighter for those much less fortunate. We were very involved with Orangewood at the time; and we both realized how many gifts that money would buy for children in the home who would probably not celebrate Christmas at all. Thus was born the David Wilson Endowment Fund for Orangewood Children's Foundation. The following year employees donated to this fund instead of buying gifts for me or their managers; and over \$10,000 went to the children.

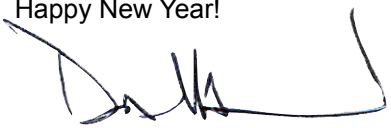
In the years that followed, as new dealerships came into our family, the tradition continued. Each year employees donated to this endowment fund that provides college scholarships for Orangewood alumni who might not otherwise be able to afford a post-secondary education. Our very first scholar, Mike McKenzie, has since obtained his Masters Degree in psychology and returned as a peer mentor to help other children at the home. This fund now contains over half a million dollars; and the interest continues to fund scholarships – over 50 to date; Among "our" graduates are counselors like Mike, doctors, lawyers, and even a Superior Court Judge.

But the tradition didn't stop there. Our remarkable associates have built upon that concept and expanded it to other worthwhile non-profits: Olivecrest, Boys and Girls Clubs, Sojourner Center, our military, and many more. And I am constantly amazed at your extravagance and generosity. As you leaf through this month's newsletter, you will read about hundreds of thousands of dollars donated to worthwhile organizations by caring, committed employees who want to make a difference. And you DO make a difference.

While not all of us can directly save a life like Ryan Clements did (page 3), we are indirectly saving lives with every hour or dollar we donate to relieve the suffering or brighten the life of another human being. I cannot begin to tell you how proud I am of you and what you do in your communities. When we initially established the endowment fund, the executive director of Orangewood told me that this would be a legacy - something that would live on, touching lives long after I was gone. But I realize that these dealerships, and the incredible people who come to work here are the real legacy. Your generosity will live on in the lives you have touched for generations to come.

As we begin 2012, Holly and I want to thank each and every one of you for all you do. For making the Wilson Automotive Group the quality organization it is – and for making a difference in the lives of those around you. You are simply the best!

Happy New Year!



David Wilson

LAYAWAY ANGEL

COURTESY OF THE OC REGISTER - DEC. 20, 2011

Attention Kmart shoppers! Your Layaway Angel has arrived!

Yonelle Noriega, right, and her mother, Anna Noriega, leave the Kmart layaway department with their bounty of gifts Monday. The happy shoppers arrived at the Costa Mesa store to learn that an anonymous donor had paid off the balance of their Christmas purchases.

On Friday David Wilson saw a KTLA report on "Layaway Angels," went on the internet and found a number for a Kmart on Harbor Boulevard in Costa Mesa.

He called store manager Tricia Lawrence and asked her how many layaway accounts she had.

About 1,000, she told him.

How many had a balance of \$100 or less?

About 260, she told him.

Would she be so kind as to tally up the balances and give him the grand total?

When she reached \$4,000, she called him back, wondering if she should continue.

Keep adding, he told her.

A few hours later she called with the grand total: \$15,919.61.

Wilson dashed off a check; and Lawrence spent the weekend making the most satisfying phone calls of her life.

"The funniest thing is that I haven't been called a liar so often in my life," she says.

Many of the customers she called thought she was playing a prank.

"No way!" they told her. "Who would do that?"

One lady said she was about to cancel her layaway and get her deposit back because she didn't have enough to pay the balance by Christmas.

Another woman called the store Monday to say she was trying to make a payment online but it wouldn't let her because the balance was zero. She was confused.

When Lawrence explained, the woman began weeping.

Across town, the manager at Kmart on Katella in Anaheim says she has also had the good fortune to be visited by some Layaway Angels.

"I've never seen anything like this," says Debbie Hidalgo, who has been with Kmart for 28 years.

About a dozen people, men and women, have paid off about \$5,000 worth of balances at her store.

"Most of them said that as kids their families struggled and now they're in a position to help others," she says.

She spent the day phoning customers with the greeting: "You have been touched by the Layaway Angel."

"I've had people cry on the phone with joy."

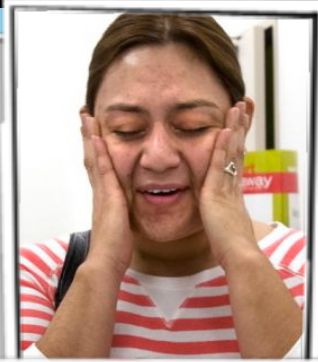
Sepulveda asked the manager at the Costa Mesa Kmart if she could write a thank you note. But there's no one to send it to.

Most Layaway Angels want to remain anonymous. Wilson said he decided to go public in hopes that more people are inspired to join in.

"It's not potluck charity," he says. "It's working people who have gone in and picked out something that they want or need and made payments on it; and in many cases they are going to give it away."

Wilson owns 16 car dealerships. He said he had been trying to figure out something special to get his wife Holly for her birthday. When he saw the report Friday morning, he knew he had found it.

"I wrote (the amount of money he gave Kmart) on a piece of paper and tied a bow on it and told her happy birthday," he says. "She said it was the best birthday present she ever got."



RIGHT PLACE, TIME, MOVE...



NADA Dealer School is a challenge in and unto itself. Six weeks of hard-core dealership training spread over a year's time is a tremendous (but exhausting) learning opportunity for potential general managers and partners. Two of our best and brightest, **Jeff Voechting** and **Ryan Clements**, just completed Week 4 in Washington DC in November. Following a particularly strenuous day, they were having dinner together, trying to just relax and unwind, when they noticed a woman at a nearby table.

The woman was choking, thrashing about, and knocking over glasses and plates. Her husband, as well as the other diners, looked on in helpless disbelief. No one seemed to know what to do. Jeff immediately jumped to his feet and recruited the manager to call 911.



KEYS, KEYS AND MORE KEYS...

When Nancy Collins reaches for the keys to her Rav4 in the morning, heading to her job as a busy Pampered Chef consultant, it can take her a minute or two to select the right set. The photo to the right might explain why. The Collins of Orange are a four-Toyota family (for right now), and swear that none of them would ever drive anything else.



And all this Toyota enthusiasm began with an ugly accident nearly ten years ago. Rachel Collins, then 17, bought the family's first Toyota, a 1999 red four-door Corolla, in 2003. She loved the car, and was devastated when, a year later, it was rear-ended on the freeway and wedged between an F150 pickup and an F350 gardener's truck! Though the car was eventually totalled by the insurance company because of its age, Rachel walked away from the accident unscathed. Her parents were amazed that the floor didn't buckle, the frame was intact and the car would actually have been repairable if they had chosen to do so. Nancy remembers telling her daughter, "I can't believe you just walked away from this! We're going to buy you another Corolla."



They did. Rachel purchased a 2003 Corolla with only 12,000 miles on it. She drove it through her next four years of college and her first year of grad school, until she passed it down to her brother. In 2009 she leased a 2009 Corolla, which she still owns and loves today. She plans to purchase it in February, 2012 – and hopes to purchase a Prius in late 2012. Rachel has now completed grad school and is a youth pastor at a local church, so thinks she may need something with a little more room down the road.

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Son Tim has been driving Rachel's hand-me-down Corolla since 2009 – and it now has over 95,000 miles on it. Nancy says they have never done anything to the car except regular, scheduled maintenance and changed the tires and the oil – and it is still going strong. She and husband Rick love the fact that this is a car their autistic son can drive; and they never worry about his safety.

Rick bought his 2004 Camry in June of 2005 with 15,000 miles on it. He puts 15,000 to 25,000 miles per year on it; and the odometer recently rolled over 120,000 miles. Rick says his Camry is the best car he has ever owned. "We've never done anything to this car except for regular maintenance, and it still looks and runs like brand new."

And Nancy, of course, LOVES her 2009 Rav4. She plans to purchase it in April of 2012. "I absolutely LOVE, LOVE, LOVE this car! I am in my car a LOT; and I admire how it handles, how comfortable it is to drive, and how easy it is to adjust for different cargo needs. We are an all-Toyota family and would never own anything else. We LOVE Toyota. And Toyota of Orange LOVES the Collins family! With their periodic purchases and regular visits for maintenance, they are a cherished part of our extended family.

And Ryan sprang into action. Fortunately for the panicked diner, Ryan had just gone through some other important training: Basic CPR and first-aid. He and his wife Betsey have a young daughter and new son; and Ryan wanted to be prepared for any emergency.

Without really thinking what he was doing, he ran to the choking woman, grabbed her around the rib cage, and performed the Heimlich maneuver. It took two tries; but he eventually dislodged a large piece of steak from her throat, most likely saving her life. It was only later that Ryan remembered his instructor telling him he really only had one shot at this maneuver. If the first time failed to dislodge any obstruction in the airway, it could easily lodge further down in the victim's throat. Fortunately, that was not the case this time; and the couple thanked Ryan profusely for taking such prompt action. Ryan and Jeff then finished their dinner uneventfully.

Who says car guys can't be superheroes? Though Ryan insists he is not a hero - just in the right place at the right time with the right training. Kudo's, Ryan. Great job!

RUNNING 'ROUND ORANGE

Touted as the "Flattest, Fastest and Funnest 5K in the World," the 6th Annual Chapman University/Toyota of Orange 5K took to the streets of Orange on October 15. Over 2,500 runners and walkers of all ages came together to raise funds for scholarships. Among them were numerous associates from the Wilson Dealerships, including **Chris and Sandy Porrett** and **Robert Householder**, pictured here. Robert, Fleet Director at Toyota of Orange, has run the race every year since its inception.

Toyota of Orange originated and sponsored the original 'Round Orange Race in the 90's to raise money for Orangewood Children's Foundation. When logistics and locations changed, Toyota of Orange adapted and began partnering with Chapman University. The event's popularity begins with the scenic flat course, which highlights key features of the Old Towne Orange Historic District. Runners pass through beautiful plazas and grounds as the route takes them on a tour of the Chapman University Campus. The highlight for the Wilson Group runners is the approach to Wilson Field, where they can see themselves projected on the scoreboard below the words, "Only One More Mile to go." Wilson Field is the campus athletic field made possible by a donation from Holly and David Wilson.

The chip-timed race is now attracting world-class runners, and has become a signature event of Chapman University's Homecoming Weekend. University President Jim Doti, himself an avid runner and participant in the 5K, announced that the event raised over \$50,000 this year for scholarships. (www.chapman.edu/5k)



THE ADULTS

**First - \$200: Gina and Jesse Gonzalez
Toyota of Huntington Beach**



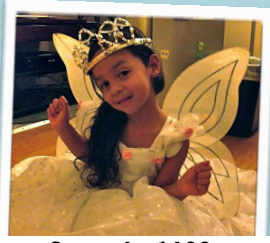
**Second - \$100:
Millie Stokes and husband John
"Q-tips" from Tustin Lexus**



**Third - \$50: Mike Reynolds
"The Keystone beer guy" from
Toyota of Huntington Beach**

THE KIDS

**First - \$200: Kloie
May(granddaughter of
Denise Winn - Toyota
of Huntington Beach**



**Second - \$100:
Bella (daughter of Gina
Paramo - Toyota of
Huntington Beach)**

**Third - \$50: Hailey
(daughter of Nereida
Duenas - Toyota of
Huntington Beach**



IS HUNTINGTON BEACH JUST A SCARIER PLACE?!

We delayed judging the Halloween photo contest from the newsletter this year, because we had so few entries. In fact, the submission folder was entirely dominated by Toyota of Huntington Beach. And since we like to spread the winnings around, we hated to give so many awards to one dealership. But what can we say? "You snooze – you lose." THB submitted MANY entries, so they win many prizes. See how that works?

**First of all, a caveat: We usually exempt corporate employees, general managers and business managers from winning any of the prizes. But for the past several years, one business manager (and her spouse) have submitted award-worthy photos. And they did it again this year. So in the interest of equity, fair play and creativity, the judges felt they really had no choice but to award first prize to Gina and Jesse Gonzales of Toyota of Huntington Beach for their portrayal of "The Black Swan" and "Elf."

CONNOISSEURS FOR A CAUSE



Newport Lexus was at its elegant and evocative best on November 19th when they opened their doors to Orange County's premier wine connoisseurs and collectors. The Share Our Wine Foundation (www.shareourwine.org) and their annual Auction Orange County (the fastest growing wine auction in Southern California) made Newport Lexus their home for the second consecutive year, and welcomed their biggest audience ever.

Auction Orange County is a world-class wine auction that gathers Orange County collectors once a year to celebrate their good fortune and raise critical resources for worthy local non-profits. The beneficiaries this year were Orangewood Children's Foundation, Big Brothers Big Sisters Orange County, and The Festival of Children.

Nearly 400 guests enjoyed the elegantly catered hors d'oeuvres and listened to live entertainment while sipping wine and shopping. And in the luxuriously appointed Lexus salon, guests could check out the new GS 350 and the long-awaited LFA.

The auction featured more than 1,000 wine lots for sale at silent bid. Every auction lot is unique, as each guest donates a prized bottle from their personal collection for sale as part of their admission. The chase for elusive bottles of wine creates a great synergy at the event, and makes for very active bidding. There was also an enthusiastic live auction featuring fabulous wine-themed trips with private air transportation.

Newport Lexus offered their facility to Share Our Wine in 2010, when they were looking for a larger venue; and it has been a great relationship. Last year Chairman Steve Johnson said, "We've gone from barns and airport hangers to a museum quality Lexus showroom! We're confident our partnership with Newport Lexus will help us achieve our goal of appearing on Wine Spectator's Top Ten Auction List in the very near future."

The event raised over \$100,000 for children's charities.



WILSON'S WARRIORS WALK AGAIN



Wilson's Warriors joined the 22,000 runners and walkers who gathered at Fashion Island for the 20th Annual Orange County Race for the Cure. What began as a promise to a sister dying of breast cancer has now become the world's largest network of breast cancer survivors and activists – fighting to save lives, educate, empower and ensure quality care for women suffering from this disease (www.ockomen.org). The women of the Wilson Automotive Group (several of them survivors themselves) have proudly donned their hot-pink t-shirts and joined this race for the past ten years, raising nearly \$5,000 annually for the fight against breast cancer. Some carried or wore signs in memory of lost loved ones; others celebrated friends and relatives who are still fighting or have survived.

In 2008 Tom Williamson of Marina Auto Body heard through his contacts at Toyota of Huntington Beach that Wilson's Warriors were participating in the Komen run. Tom called Gina Gonzalez, business manager at Toyota of Huntington Beach, and asked if he could contribute. Never one to turn down a contribution for a worthy cause, Gina said, "ABSOLUTELY!" Over the past 3 years, Tom and Marina Auto Body have donated nearly \$8,000 to our team.

Why would Tom be so generous? One reason is because his daughter Wendy was diagnosed with stage 2 breast cancer only 10 months after giving birth to her first child. Beautiful baby Audrey is now 3 ½; and Wendy is officially "in remission." (You can read Wendy's story on her blog at www.wendywillblog.com.) But her father promised her that he would continue to do everything in his power to fight for a cure to this disease. Tom is keeping his promise.

And Wilson's Warriors are keeping theirs. Every year they walk for mothers, sisters, daughters, and friends who are still fighting the battle. You can be a warrior, too, by joining us on September 23, 2012. For more information, or to join our team, email vikki@dwwco.com.

U.S. BREAST CANCER STATISTICS:

- 1 in 8 women will develop invasive breast cancer over the course of her lifetime.*
- In 2011 an estimated 230,480 new cases of breast cancer were diagnosed.*
- About 2,140 new cases of invasive breast cancer were expected to be diagnosed in men in 2011.*
- In 2011 there were more than 2.6 million breast cancer survivors in the U.S.*
- Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women.*
- Death rates have been decreasing since 1990 - esp. in women under 50. These decreases are thought to be the result of treatment advances, earlier detection and increased awareness.*

HONORING OUR TROOPS

Jessica Cyr (daughter of Andrew Cyr - RH)
 Rob Dearman (son of PJ Arnal - RH)
 James Eshelby (son of Stewart Eshelby - TOO)
 Adrian Frank Doria (son of Frank Doria - DL)
 Johann P. Harich (son of Johann Harich - FOO)
 Kyle Jenkins (son of Dennis Jenkins -RH)
 John Lee (brother of Mike Lee - FH)
 Luis "Louis" J. Lopez (son of Sal Lopez - TL)
 Michael Marthaler (brother of Bob & Jennifer Marthaler - RT)
 Jamie Martin (grandson of Dennis Fritchman - SCT)
 Danelle Morris (daughter of Robin Hollingsworth - TOR)
 Robert Navarro, Jr. (Desert Lexus)
 Johnny Novela (nephew of Audra Whitham - TOR)
 Christopher Perez (son of Richard Perez - SBT)
 Travis Pratt (son of Christopher Pratt - FOO)
 Ben Rubrecht (son-in-law of Cindy Anderson - RH)
 Jeremiah Schuetter (nephew of Gary Schuetter - NL)
 Leonard Theus, Jr. (son of Leonard Theus - SBT)
 David Vasquez (son of Filberto Vasquez - SBT)
 Kyle Weaver (son of Mike Weaver - RH)

US Army
 US Army
 British Airborne
 USMC
 USMC
 US Navy
 US Army
 USMC
 US Navy
 US Army
 US Navy
 USMC
 US Navy
 US Army
 US Navy
 US Navy
 Nat'l Guard
 US Army
 US Army
 US Army
 US Army

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

NEW CONTEST!!!

Here we are in 2012! How will it be different from 2011? How will YOU be different? Did you make any New Year's Resolutions? If so, we'd like to hear them. If we use your resolution in the next newsletter, we'll send you a gift card. It's that easy. No brainwork, no puzzles, no random drawing. Just send us the resolution you've already made; and we send you a reward.

Start 2012 on a positive note: Resolve and win.
 Email to contest@dwvco.com or fax to (714) 997-9200.



St. Francis Xavier Church in Phoenix has been the setting for at least two momentous occasions in the Wilson family: Logan Elizabeth Wilson's baptism in 1973, and her marriage to Andy Bolwar in 2011.

The beautiful and elegant wedding was a true family affair with a wedding party of 24 that included Logan's three children (Brayden, Isabella and Greyson) and Andy's son and daughter (Jake and Ashlee), as well as siblings, nieces and nephews. Following the ceremony, the 275 guests were treated to a spectacular reception at the Arizona Biltmore.

(Feedback is that maid of honor Christine Francis' "Bridesmaid Rap" toast was a high point of the evening.)

The happy couple honeymooned in Maui, and will reside at Andy's home in Paradise Valley. We wish Logan and Andy and their beautiful blended family a lifetime of happiness.

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

TUSTIN LEXUS
Tustin, CA

DESERT LEXUS
Cathedral City, CA

NEWPORT LEXUS
Newport Beach, CA

RIGHT HONDA
Scottsdale, AZ

FREEWAY HONDA
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