

**STATE OF FLORIDA  
DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES**

BRAMAN CADILLAC, INC.,

Petitioner,

vs.

MAR-OCEAN, LLC and GENERAL MOTORS  
LLC,

Respondents.

HSMV Case Nos.: MS-19-024

DOAH Case Nos.: 19-0634

\_\_\_\_\_  
MORSE OPERATIONS, INC. d/b/a  
ED MORSE CADILLAC SAWGRASS,

Petitioner,

vs.

MAR-OCEAN, LLC and GENERAL MOTORS  
LLC,

Respondents.

HSMV Case Nos.: MS-19-027

DOAH Case Nos.: 19-0636

\_\_\_\_\_  
MORSE OPERATIONS, INC. d/b/a  
ED MORSE BAYVIEW CADILLAC,

Petitioner,

vs.

MAR-OCEAN, LLC and GENERAL MOTORS  
LLC,

Respondents.

HSMV Case Nos.: MS-19-028

DOAH Case Nos.: 19-0637

FINAL ORDER NO. :

**HSMV-19-0610-FOI-MS**

DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

**FINAL ORDER**

This matter comes before the Department of Highway Safety and Motor Vehicles for entry of a final order upon submission of the Order Closing Files and Relinquishing Jurisdiction issued August 8, 2019, by the Honorable Robert L. Kilbride, Administrative Law Judge of the Division of Administrative Hearings, based on the Petitioners' Notices of Withdrawing Protests filed August 6, 2019 (Morse Operations, Inc.), and August 7, 2019 (Braman Cadillac, Inc.), copies of which are attached and incorporated by reference in this order.

The Petitioners' protests having been withdrawn, the petitions are **DISMISSED** and the cases are **CLOSED**. If the Respondents' application meets all other requirements of law, the

Page 1 of 3

BRAMAN CADILLAC, INC. & MORSE OPERATIONS, INC. v. MAR-OCEAN, LLC & GENERAL MOTORS  
LLC

HSMV Case Nos. MS-19-024, MS-19-027 & MS-19-038

DOAH Case Nos. 19-0634, 19-0636 & 19-0637

Bureau of Dealer Services may issue a license for the proposed relocation of the franchise motor vehicle dealer.

**DONE AND ORDERED** this 3rd day of September, 2019, at Tallahassee, Leon County, Florida.



Robert Kynoch, Director of Motorist Services  
Department of Highway Safety and Motor Vehicles  
2900 Apalachee Parkway  
Tallahassee, Florida 32399

FILED FLHSMV AGENCY CLERK  
SEP 03 2019  
MS-19-024, MS-19-027  
& MS-19-028

**COPIES FURNISHED** this 3rd day of September, 2019, to:

Joseph R. Gillespie, Agency Clerk  
Department of Highway Safety  
and Motor Vehicles  
Room A432, Mail Stop 2  
2900 Apalachee Parkway  
Tallahassee, Florida 32399-0504  
[ogcfiling@flhsmv.gov](mailto:ogcfiling@flhsmv.gov)  
[joegillespie@flhsmv.gov](mailto:joegillespie@flhsmv.gov)

Kenneth L. Paretti, Esquire  
Quinton & Paretti, P.A.  
1 Southeast 3rd Avenue, Suite 1405  
Miami, Florida 33131-1726  
[kparetti@quintonparetti.com](mailto:kparetti@quintonparetti.com)

A. Edward Quinton, Esquire  
Quinton & Paretti, P.A.  
1 Southeast 3rd Avenue, Suite 1405  
Miami, Florida 33131-1726  
[equinton@quintonparetti.com](mailto:equinton@quintonparetti.com)

William F. Benson, Esquire  
Seyfarth Shaw LLP  
Two Seaport Lane, Suite 300  
Boston, Massachusetts 02210-2051  
[wbenson@seyfarth.com](mailto:wbenson@seyfarth.com)  
[goleary@seyfarth.com](mailto:goleary@seyfarth.com)

John R. Skelton, Esquire  
Seyfarth Shaw LLP  
Two Seaport Lane, Suite 300  
Boston, Massachusetts 02210-2051  
[jskelton@seyfarth.com](mailto:jskelton@seyfarth.com)  
[goleary@seyfarth.com](mailto:goleary@seyfarth.com)

James Chafel McGrath, Esquire  
Seyfarth Shaw LLP  
Two Seaport Lane, Suite 300  
Boston, Massachusetts 02210-2051  
[jcmcgrath@seyfarth.com](mailto:jcmcgrath@seyfarth.com)  
[lirusso@seyfarth.com](mailto:lirusso@seyfarth.com)

Jason T. Allen, Esquire  
Bass Sox Mercer  
2822 Remington Green Circle  
Tallahassee, Florida 32308-3769  
[jallen@dealerlawyer.com](mailto:jallen@dealerlawyer.com)  
[hhodges@dealerlawyer.com](mailto:hhodges@dealerlawyer.com)

Nicholas A. Bader, Esquire  
Bass Sox Mercer  
2822 Remington Green Circle  
Tallahassee, Florida 32308-3769  
[nbader@dealerlawyer.com](mailto:nbader@dealerlawyer.com)  
[sstrickler@dealerlawyer.com](mailto:sstrickler@dealerlawyer.com)

Richard N. Sox, Esquire  
Bass Sox Mercer  
2822 Remington Green Circle  
Tallahassee, Florida 32308-3769  
[rsox@dealerlawyer.com](mailto:rsox@dealerlawyer.com)

Ira M. Levin, Esquire  
Burke, Warren, MacKay & Serritella, P.C.  
330 North Wabash Avenue, Suite 2100  
Chicago, Illinois 60611-3607  
[ilevin@burkelaw.com](mailto:ilevin@burkelaw.com)

Eric VanderPloeg, Esquire  
Burke, Warren, MacKay & Serritella, P.C.  
330 North Wabash Avenue  
Chicago, Illinois 60611-3607  
[evanderploeg@burkelaw.com](mailto:evanderploeg@burkelaw.com)

Ed Broyles, Chief of Dealer Services  
Department of Highway Safety  
and Motor Vehicles  
Neil Kirkman Building, Room A-312, MS 65  
2900 Apalachee Parkway  
Tallahassee, Florida 32399-0635  
[edbroyles@flhsmv.gov](mailto:edbroyles@flhsmv.gov)

### **NOTICE OF APPEAL RIGHTS**

A party adversely affected by this final order may seek judicial review as provided in section 120.68, Florida Statutes, and Florida Rule of Appellate Procedure 9.190. Judicial review is initiated by filing a notice of appeal with the Agency Clerk, and a copy of the notice of appeal, accompanied by the filing fee, with the appropriate district court of appeal. The notice of appeal must conform to the requirements of Florida Rule of Appellate Procedure 9.110(d) and must be filed (*i.e.*, received by the Agency Clerk) within thirty days of rendition of this final order.

Filing with the Department's Agency Clerk may be accomplished by U.S. mail, express overnight delivery, hand delivery, facsimile transmission, or electronic mail. The address for overnight delivery or hand delivery is Joseph Gillespie, DHSMV Agency Clerk, Department of Highway Safety and Motor Vehicles, 2900 Apalachee Parkway, A-432, MS-2, Tallahassee, Florida 32399. The facsimile number is (850) 617-5112. The email address is [OGCFiling@flhsmv.gov](mailto:OGCFiling@flhsmv.gov).