

Non-OEM Dealer Nominee

Carlos Santos

My name is Carlos Santos. I'm a first-generation entrepreneur and the founder and operator of EZ Way Truck Sales. First and foremost, I thank God for giving me the strength, resilience, and opportunities that have shaped my journey.

I spent seven years on active duty in the United States Marine Corps, including two deployments. The Marines instilled in me the discipline, leadership, accountability, and perseverance that continue to guide me as a business owner. Those experiences taught me how to lead by example, make difficult decisions, and remain focused on long-term goals even when challenges arise.

My path to success has not been without setbacks. Before founding EZ Way Truck Sales, I owned a used car dealership that I eventually had to close. Although it was a difficult experience, it became one of the most valuable learning opportunities of my career. I took responsibility for my mistakes, learned from them, and applied those lessons to build a stronger, more focused, and more sustainable business.

I moved to Houston with less than a thousand dollars and a determination to create a better future for my family. After years of experience in sales and the automotive industry, I entered the commercial truck business and founded EZ Way Truck Sales in Houston in 2019. We opened with about five units in inventory. This year, we reached a milestone of 120 units. That growth has come through hard work, strong customer relationships, industry knowledge, and an unwavering commitment to serving our customers with integrity.

One of the proudest accomplishments of my career came this year when we purchased commercial property to expand the business. EZ Way Truck Sales now operates from two Houston locations, giving us the capacity to increase our inventory, reach more customers, and continue building a stronger presence in the commercial truck market. This expansion reflects our commitment to investing in our customers, our employees, and the future of the business.

That future is personal to me. I'm building EZ Way with my boys in mind, with the hope that one day they'll have the opportunity to run it and make it their own. As a first-generation entrepreneur, I want to give them a foundation they can build on. My goal is for the Santos family to remain part of this industry and the UTA community for decades to come.

Our success is the result of teamwork. I'm grateful to the mentors who have guided me, the entire EZ Way team for their dedication and hard work, and especially my wife, whose support and behind-the-scenes contributions are essential to the way EZ Way operates. Together, we have built a company grounded in trust, accountability, and a commitment to doing business the right way.

Being nominated for UTA Non-OEM Dealership of the Year is a tremendous honor. EZ Way Truck Sales is deserving of this recognition because we have demonstrated meaningful growth, expanded our operations, and remained committed to excellence while overcoming challenges. My journey has taught me that where you start does not determine where you finish. With discipline, humility, perseverance, and a willingness to learn, it is possible to turn setbacks into opportunities and build something that creates lasting value.

