

CORE VALUES

***STRONG PEOPLE.
SERVING BOLDLY.
WINNING RELENTLESSLY.***

We ignite passion and potential within our team first, because winning for clients starts with being one team: strong, driven, trusted, and ready to win. Our passion fuels precision, creativity, and market-dominating outcomes for the dealers we serve.

SELF » **ONE INDIVIDUAL**

TEAM » **WORKING TOGETHER**

RESPECT » **HONORING THE PURPOSE**

OPTIMIZE » **IGNITING CREATIVITY & INNOVATION**

NURTURE » **EMPOWERING CLIENT SUCCESS**

GROW » **DRIVING THE PURSUIT OF EXCELLENCE**

VALUES



SELF

■ ONE INDIVIDUAL

Own your work from start to finish with no dropped balls.

Be proactive in solving problems before they escalate.

Reflect on feedback and apply it without being defensive.

Prioritize what matters and know the difference between urgent and important.

Demonstrate self-awareness of your strengths, tendencies, and impact on others.

Show resilience and poise under pressure.

Ask for help when you need it and offer help without being asked.

We take personal ownership for our performance, mindset, and development. Strong individuals are self-aware, self-motivated, and self-disciplined.





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**We operate as one team united
by purpose, aligned in action,
and accountable to each other.**

We win together and lose together.

TEAM

WORKING TOGETHER

Follow through on commitments because your team is counting on you.

Speak to people, not about them.
Gossip erodes trust and will not be tolerated.

Step in when a teammate is overloaded or needs support.

Share knowledge, tools, and context generously.

Give credit to others and celebrate group success.

Speak up in meetings and do so even when it's uncomfortable.

Align your priorities with the team's goals, not just your own.

RESPECT

HONORING THE PURPOSE

Listen to truly understand, not just to respond.

Respond thoughtfully, not reactively.

Respect people's time by being prepared and punctual.

Offer constructive feedback without tearing others down.

Recognize and value contributions from every level of the company.

Challenge ideas without attacking individuals.

Represent Strong Automotive with professionalism at all times.

**We treat everyone with respect,
that includes our clients, coworkers,
vendors, and ourselves. Respect isn't
just being kind but it's doing what's
right, even when no one's looking.**





We're builders and fixers.

We challenge the status quo, simplify complexity, and constantly find ways to improve how we work and what we deliver.

OPTIMIZE

IGNITING CREATIVITY & INNOVATION

Question what is old, outdated or stale and look for a better way.

Use each day as a chance to make our product better.

Bring data, ideas and solutions, not just problems, to the table.

Look for ways to save time, money, or frustration.

Embrace experimentation, even when it means failure.

Seek out best practices and implement the ones that make us better.

Think beyond your silo and optimize the whole system.

NURTURE

EMPOWERING CLIENT SUCCESS

Be responsive and don't leave others waiting for answers.

Anticipate needs before they're spoken.

Build relationships that go beyond the transaction.

Handle conflict directly and constructively, aiming to preserve trust.

Follow through—your consistency creates confidence.

Make communication easy for others by being clear, timely, and intentional.

Take care of your team, and they'll take care of everything else, including the client.

We take care of our people and our clients. We grow trust, loyalty, and results by showing up consistently, building relationships, and creating value every day.



We raise the bar. We embrace change, challenge ourselves, and never settle. Growth means getting better as individuals, as teams, and as a company.



GROW

DRIVING THE PURSUIT OF EXCELLENCE

Set quarterly goals and track your progress.

Stay curious. Ask questions, read, and seek learning opportunities.

Learn from each and every mistake.

Push for clarity. Uncertainty is a cue to dig deeper.

Look for patterns in feedback and act on them.

Coach teammates to help them grow and improve.

Bring your leader ideas for your own development.

Grow yourself by growing those around you.

