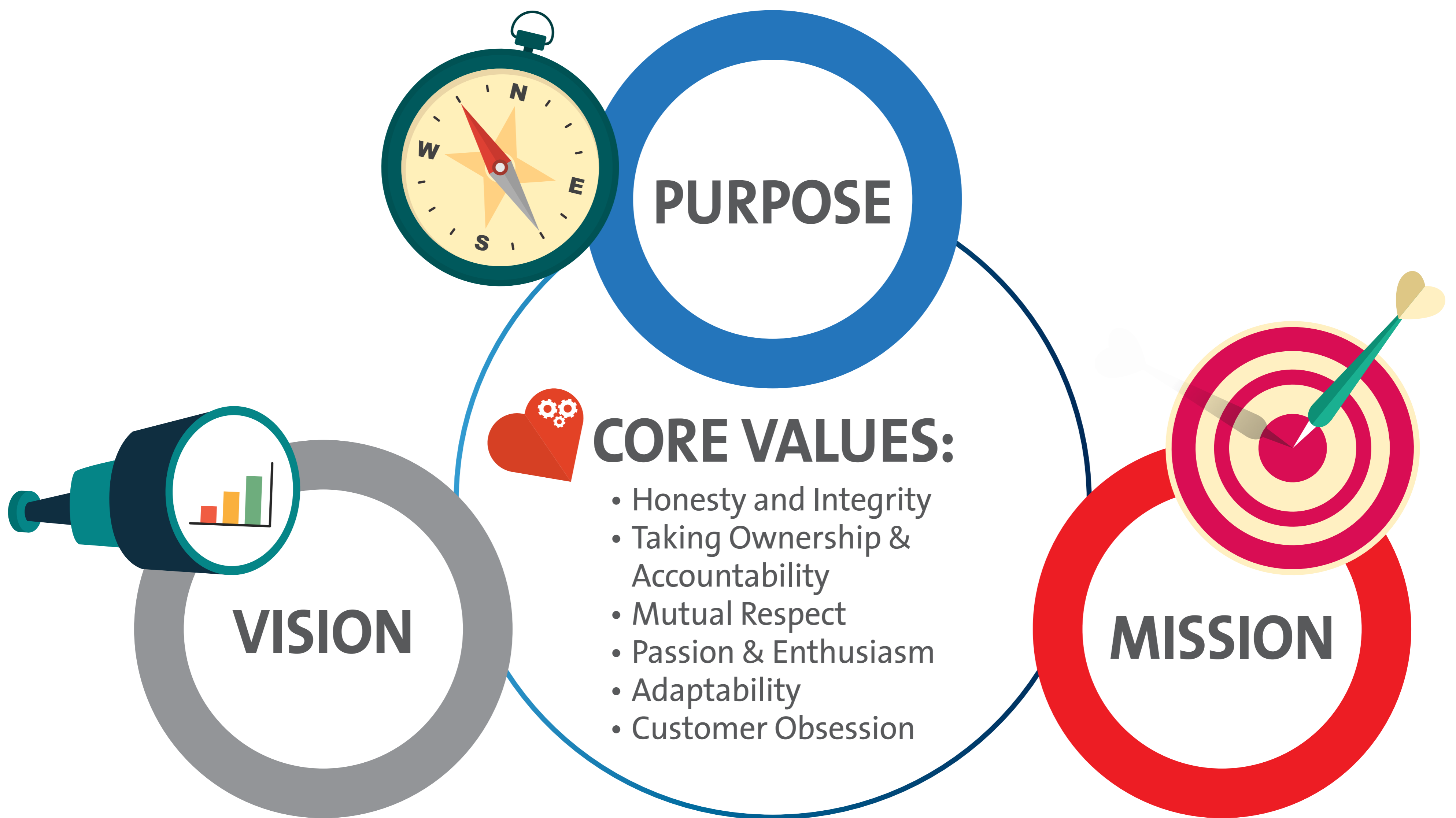


THE FUTURE IS EVERYONE'S



## VISION:

Setting the benchmark of excellence in all spheres of the automotive industry.  
Excellence – strive for excellence in everything we do, to be the best we can possibly be.

## PURPOSE:

Adding value by providing automotive solutions.  
Creating value for ALL stakeholders, shareholders, customers, staff and suppliers.

## MISSION:

We are an innovative, results-driven company, providing automotive solutions through exceptional customer experience and empowering staff.

Innovative – improving the way we do business all the time – new ideas, being ahead of the competition, improving systems and processes constantly.

Results-driven – we have to achieve the budgets, targets, goals and customer satisfaction levels.

Exceptional customer experience – *creating customers for life*, by giving them the best service in the industry.

Empowering staff – motivated, trained, enthusiastic / passionate staff, who make decisions for the benefit of the company and the customers.



**REEDS Motor Group:**  
*Creating customers for life*

