

# OUR MISSION: TO MAKE DREAMS COME TRUE

We are a mission-driven business that is required to deliver results



Who We Are

What We Do

- **Mission:** To make Dreams come true!
- **Culture:** Preserve & Strengthen: Be Honest, Work Hard, Have Fun, Be Grateful, Pay it Forward & IOOGA
- **Vision:** To be the BEST! Our unique success is based on caring for and cultivating people, delighting customers, and growing responsibly
- **Strategic Intent:** Make DREAMS come true by providing the most **inviting, easy and safe** tire and wheel purchase and service experience in the world, by:

Offering **LOW PRICES** and **MORE CHOICES**

Being True **TRUSTED EXPERTS**

Displaying a **CAN-DO ATTITUDE**

Delivering an **UNEXPECTED EXPERIENCE**