

What We Do



We deliver on our **Strategy** by providing the most **Inviting, Easy, and Safe** tire and wheel purchase and service experience in the world.

Discuss executing our **Strategy** through our **Brand Promise: Caring People Doing the Right Thing**, to improve understanding through modeling, teaching, coaching, and mentoring in the **Manager** role.

➤ **Brand Dimensions**

- Do Our People understand what it means to have a Can-Do Attitude? What Trusted Experts do? What an Unexpected Experience looks like? What it means to offer Low Prices & More Choices?

➤ **3 Core Fundamentals**

- Do Our People understand the importance of executing on our Best Practices/Visual Standards?

➤ **Safety and Quality First in Delivering an On-time Experience**

- Do Our People understand our order of priority (SQDC) and how this guides our decision making and empowers us to always do the right thing based on these standards?

Attn: Managers/Seniors,

“Our First Consideration is the safety of the customer...” This includes our internal customers as well (Our People.) We would like to clarify our expectations around a submitted Claim and what we expect to happen next.

Our ask of you.....

- **Anytime** a GK/GL Claim (Vehicle Damage, Wheel off, Employee injury) is submitted, we ask that the **Store Manager** contacts his **AVP by Phone Call**. (Senior Asst. Only in the Manager's Absence)
- AVPs will ask questions to better understand the root cause of the incident, but most importantly What step's will you take with your Safety Leader (Senior) to ensure improvement in SQDC? By When?
- The expectation is to leverage our Senior's to create ACTIONABLE plans that will prevent this incident in the future. (IE: Re-Certifications of a BP By When Etc.)

Our intent is to improve overall SQDC by creating a better understanding of what is causing a particular incident, as well as increased accountability on what we expect to happen next after an incident occurs.

Thank You!

Travis, Dustin, Brian, And Clint.