

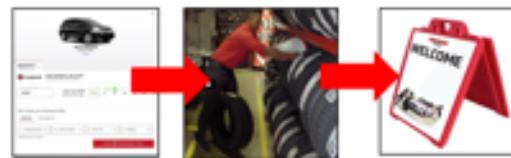


## Notes

## ***A CHANGE IN CUSTOMER EXPECTATIONS***

In the future, more of Our Customers will order tires online and have them installed in our stores.

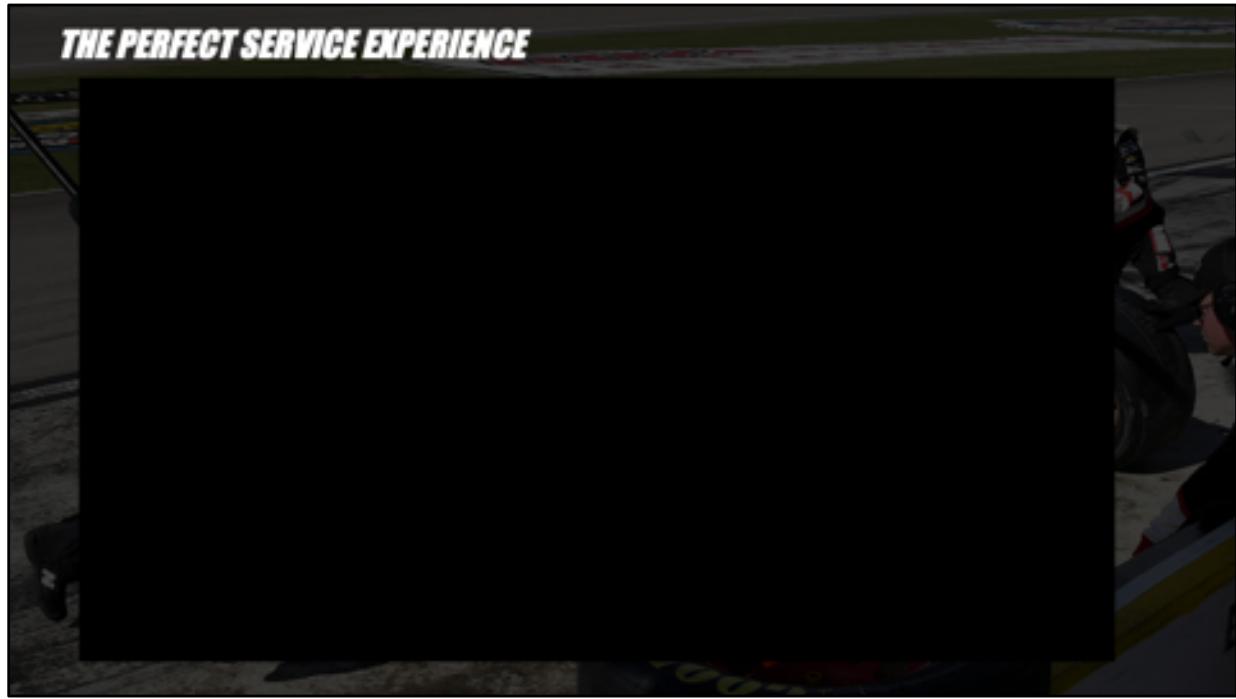
When the customer arrives at the store, their vehicle will be pulled in quickly for a Pit-Stop Experience.



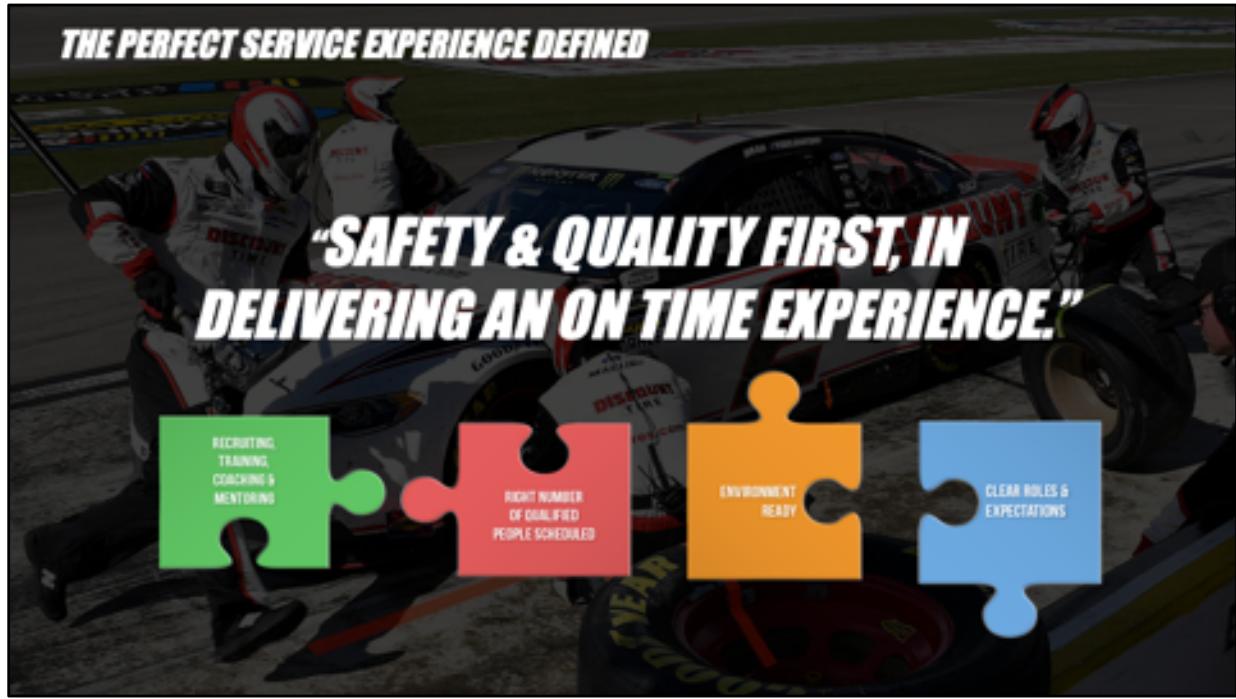
At the same time: we must outperform our competition. When we deliver on our customer's expectations, we delight Our Customers, and grow our business.



## Notes



## Notes



## Notes

**EVERY JOURNEY STARTS WITH A FIRST STEP**

Achieving the Perfect Service Experience is a journey for each store. Our goal is to provide each store with clarity on what it takes to complete the journey.



## Notes

## **THE FOUR PUZZLE PIECES OF DISCIPLINE**

The Pit Crew Experience led to the creation of the four puzzle pieces of discipline.

To effectively execute The Perfect Service Experience, these foundational elements need to be in place:

1. Recruiting, Training, Coaching, and Mentoring
2. Right number of Qualified People Scheduled
3. Environment ready
4. Clear Roles and Expectations

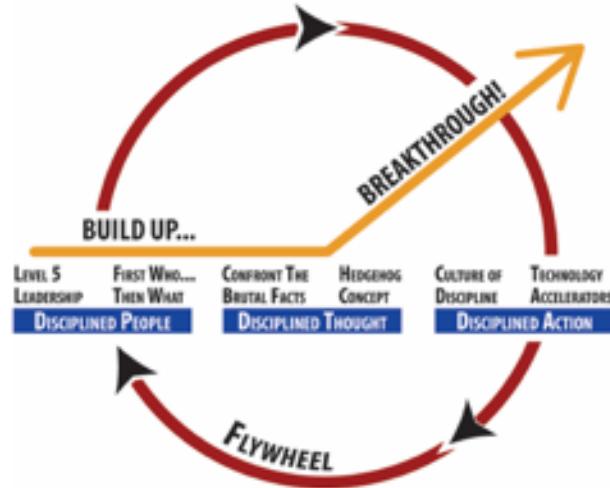


For these improvements to be sustainable, we need to take a holistic approach and address each area with a systematic improvement effort. As a result, it is Our People and Our Customer's who experience these benefits.

## Notes

## **DISCIPLINED ACTION**

- Talking about the plan is **Disciplined Thought**.
- We reach **Disciplined Action** when we actually do it.



## **HOW WILL WE ACHIEVE THIS BREAKTHROUGH?**

## Notes

## **PENSKE EXPECTATIONS**

For 2019, Penske is inviting Discount Tire back for another six events between June and August.

Through this Penske Experience we uncovered:



- The Role of a Store Manager through AOR
- What it means to be a Servant Leader
- How to create a Culture of Winning
- Each Puzzle piece in detail



## Notes



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