

Lubricar, Inc.

Vision Mission and Values

This document provides the Direction for our Company. It details our Vision, Mission, and Core Values.

Vision Statement:

We Are Driven to make Your Life Easier

Mission statement

Lubricar is the Leading Provider of Quality Convenient automotive maintenance and repairs delivered by the most engaged and best trained technicians, who are Driven to make Lives Easier.

Properly and consistently executed, our mission statement will ensure the profitability and long-term viability of Lubricar.

We have spent a considerable amount of time and energy working out our mission statement. Each phrase has a very specific meaning. Everything we do each day for Lubricar Inc. must relate to some aspect of our mission statement. If we are doing anything that does not relate to our mission statement, we need to question why we are doing it. We will start by defining what the mission statement means.

“Lubricar is the Leading Provider”. We are number one in every market we enter. It means our employees are the best-trained and motivated employees in the industry. Customers who enter our facilities experience a WOW every visit. Service procedures are executed precisely. The facility is neat, clean, and well organized. Proper facility maintenance is consistently performed. The employees have all the tools required, properly organized, to meet their objectives. We provide “extras” to our customers that they are not expecting.

Quality. Each interaction with the customer leaves both the customer and the company in a better position. We are completely honest in everything we do. We perform each service using established J Team Service Standards (JTSS) to meet Operational Excellence standards. We correct any mishap in a timely and appropriate fashion. We smile and are courteous to every internal and external customer. We are conscientious about our staffing levels and strive to maintain a sufficient and efficient level of staffing.

Convenient. Our service is performed as fast as possible, never sacrificing safety or quality, and using established procedures. We cheerfully hustle to greet each customer. We maintain sufficient trained staff to ensure that wait times are minimized. We provide every customer with

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a complete service review to ensure that the customer is completely informed about the maintenance requirements of their vehicle. We provide a “one stop” service center for all maintenance requirements and repair needs of our customers. The management team works to effectively ensure precise execution of procedures.

Automotive Maintenance and Repairs. Our objective is to provide the customer with outstanding service on items that we can efficiently, competently, and profitably perform. We ensure that every customer’s vehicle is 100% maintained or the customer is 100% informed.

Most Engaged and Best Trained Technicians. We hire, train, promote, and retain the best employees.

Make Lives Easier. We understand that vehicle maintenance is an inconvenience for most people. A properly maintained vehicle will perform at a higher and more consistent level. We are fast, and thorough to ensure that the customer’s vehicle is maintained in a convenient manner to help limit future downtime and expenses.

Properly executed, our mission statement will ensure Lubricar’s profitability and long-term viability.

Lubricar is part of the Jiffy Lube national organization--the dominant vehicle preventative maintenance organization in the country. We are LUBRICAR, and within Jiffy Lube, we are the best.

Our core Values are:

LUBRICAR

Local/Community

While we are part of the dominant National brand for vehicle maintenance, we are Local. We live in and support our local communities. We look for ways to make our communities better.

United / Teamwork

We are United. We are solution-oriented team players and team leaders who collaborate to ensure that we always reach a positive outcome. We support and help each other. We perform at our best level when we have a happy and positive attitude. We provide a culture and environment that fosters happiness. Our goal is to have a FUN work experience.

Be Your Best (Excellence)

Good enough isn’t. We are united in our pursuit of excellence. We always deliver products and services of exceptional quality. The Lubricar family improves through the individual development of its team members. We provide opportunities for personal development, including career building and life skills.

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Respect

We respect our customers, our team members, our vendors, our facilities, our equipment, and ourselves.

Integrity

We do the right thing at the right time in the right way. We are completely honest in every aspect of our lives. We always go home knowing our integrity is intact.

Caring/Empathy

We identify and understand the wants, needs and viewpoints of those around us. We seek to understand. We listen. We respond with compassion.

Accountable

We are accountable to ourselves, our team, our families, our customers, and a Higher Power. We know that when we are held accountable, we improve.

Responsibility/Ownership:

We are responsible for our actions and outcomes and own everything that takes place at work and in our lives. We are accountable for our results and know that for things to change for the better, it starts with us.