

# Mission Statement



**SEEK TO BE THE AUTOMOTIVE & MOBILITY  
DISTRIBUTOR OF CHOICE BY MANAGING  
CUSTOMER'S OWNERSHIP EXPERIENCE**

## CORE VALUES

For achieving sustainability in realising the group's mission statement



HONESTY



INTEGRITY



COMMITMENT



LOYALTY



HUMANITY

**FULFILLING CUSTOMER'S SATISFACTION AND PROVIDING  
A RICH AND REWARDING OWNERSHIP EXPERIENCE THROUGH**

