

MISSION STATEMENT

THE DISTRIBUTOR OF CHOICE THROUGH OUR CORE VALUES (ETHOS)

CORE VALUES

HONESTY | INTEGRITY | COMMITMENT | LOYALTY | HUMANITY

TO BE THE DISTRIBUTOR OF CHOICE

“THE DISTRIBUTOR”

Refers to the “best known, most satisfying”.

“CHOICE”

To make Bermaz Auto the “Choice Distributor” for customers.

FULFILLING CUSTOMERS' SATISFACTION AS WELL AS PROVIDING A RICH AND REWARDING OWNERSHIP EXPERIENCE

