

STANDARDS OF CONDUCT

INTRODUCTION

The Company will conduct its business in compliance with all laws, rules, and regulations, with honesty and integrity and with a strong commitment to the highest standards of ethics.

The Company does business with these commitments:

- (1) To its customers, to fairly and ethically provide quality products and services;
- (2) To its franchisor, to proudly represent its product line in the manner expected;
- (3) To the communities in which it does business, to be a responsible corporate citizen committed to conducting its business in a moral and ethical manner;
- (4) To its employees, to provide employment in an atmosphere of honesty and forthrightness in which all employees will be proud to work.

GENERAL POLICY

The conduct of each employee should reflect the highest standards of honesty, integrity and fairness.

Each employee is responsible for the propriety and consequences of his/her actions. Employee misconduct will not be excused because the action was directed or requested by another person.

STANDARDS OF CONDUCT

Employees are expected to exercise good judgment in their work and business relationships to avoid violation of these Standards of Conduct. Employees should strive to avoid even the appearance of impropriety in the discharge of their responsibilities. Practices and standards of other companies may not be used as justification for ignoring or modifying the intent of this policy.

Unethical or questionable practices, even in the belief they will benefit the Company, regardless of degree, will not be tolerated.

Compliance With Applicable Laws and Regulations

It is the Company's policy to comply fully with the spirit and the letter of all laws and regulations governing its operations.

Any violation of any law, regulation or other regulatory requirement applicable to the Company's operations, including violations of these Standards of Conduct, or applicable to any transaction to which the Company is a party, when committed by a Company officer, director or employee, of which any employee gains actual knowledge, must be promptly reported to the General Manager.

Competitive Practices

Employees will compete vigorously, independently and ethically but must avoid any practice that could be characterized as unfair or deceptive or a violation of antitrust laws.

Advertising

All advertising of the Company's products and services must be done in a clear, conspicuous and accurate manner that fully complies with applicable legal requirements. This includes disclosing credit terms under the federal Truth in Lending Act and consistent with state and local law.

Consumer Care

In the Company's sales department, F&I department, and fixed operations department, personnel will act professionally and will:

- Embrace the spirit and the letter of the law on sale of department products and services.
- Be honest and truthful when dealing with customers.
- Be knowledgeable about the products and services offered.
- Respond candidly and fully to each customer's questions.
- Disclose fully to each customer the terms, and contractual obligations of the parties in a simple, plain, and unambiguous manner.
- Offer products and services to each customer without regard to race, color, religion, sex, national origin, age, physical or mental disability, or any other basis that may not be lawfully considered.
- Offer products and services on a competitive basis to each customer.
- Be responsible for the prompt performance of post-transaction follow-up and record-keeping procedures.

Completion of Transactional Paperwork

It is the Company's policy that paperwork done in any transaction will fully and fairly represent the terms of the transaction as disclosed to the customer. No false or misleading terms will be included in any transaction paperwork.

Basis For Termination Or Disciplinary Action

The Company expects employees' conduct to be governed by the highest ethical standards, good judgment and consideration of others. Any act by any employee that may be considered contrary to the policy and purposes of these Standards of Conduct, or harmful to a customer, another employee, or the Company, may be cause for disciplinary action, including discharge. It is not an acceptable defense that the employee believed he/she was acting in the best interests of the Company and/or received no personal benefit.

Employee Reporting

It is the policy of the Company that all employees shall report all violations of these Standards of Conduct and any other activity that may be deemed illegal or unethical, actual or apparent, to the Company. All such reports shall be made in absolute confidence without fear of reprisal or embarrassment unless the reporting employee is directly involved in the violation. A report should be made to the General Manager. If a serious violation of the Standards of Conduct occurs, a report may be made directly to the Dealer at _____.

I have read, and I understand, the Company's Standards of Conduct. I agree to abide by the Company's Standards of Conduct. I will direct questions about the Standards to my Supervisor, to the General Manager, or to the Dealer.

Employee Signature
Employee Name Printed: