

# Mission Vision and Values

## OUR VALUES

We are a family first organization, built on a core belief that our people are the difference

## MISSION

## OUR MISSION

We keep you driving forward so you can focus on what matters most

## VALUES

## VISION

## OUR VISION

Create economic opportunity for our customers, suppliers and employees by being the trusted dealer of choice

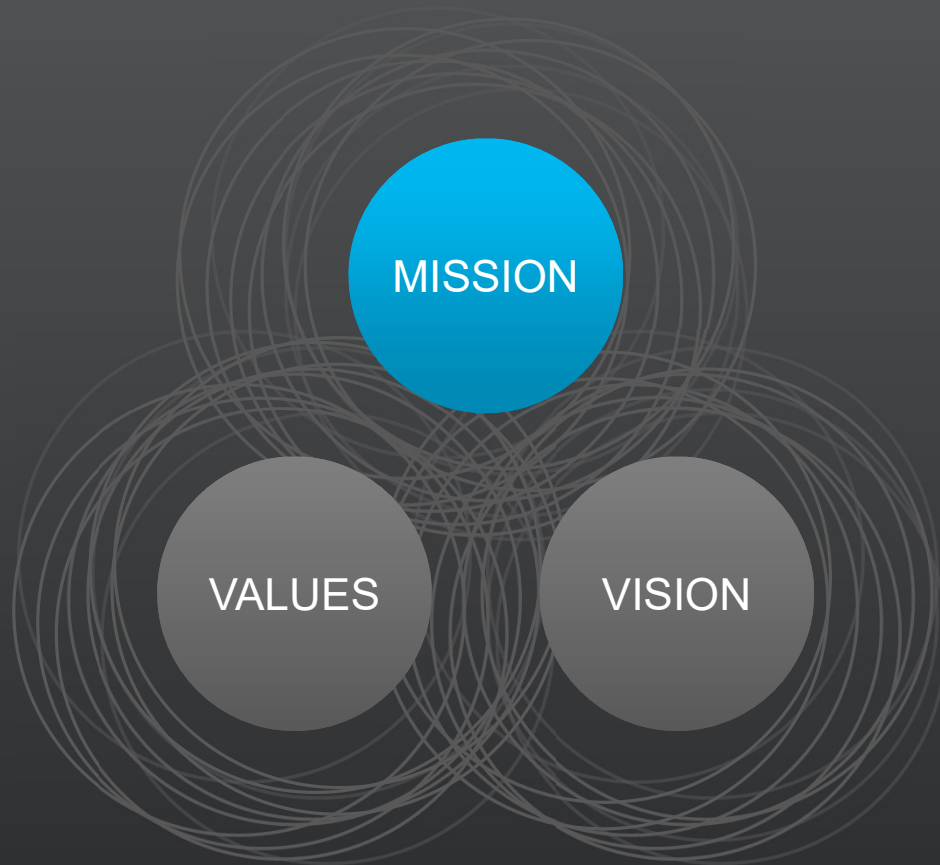


**LAKESIDE**  
INTERNATIONAL TRUCKS

# Mission Vision and Values



**LAKESIDE**  
INTERNATIONAL TRUCKS



## OUR MISSION

We keep you driving forward so you can focus on what matters most

From the front doors to the body shop and out to the road ahead, we are with you every inch of every mile.

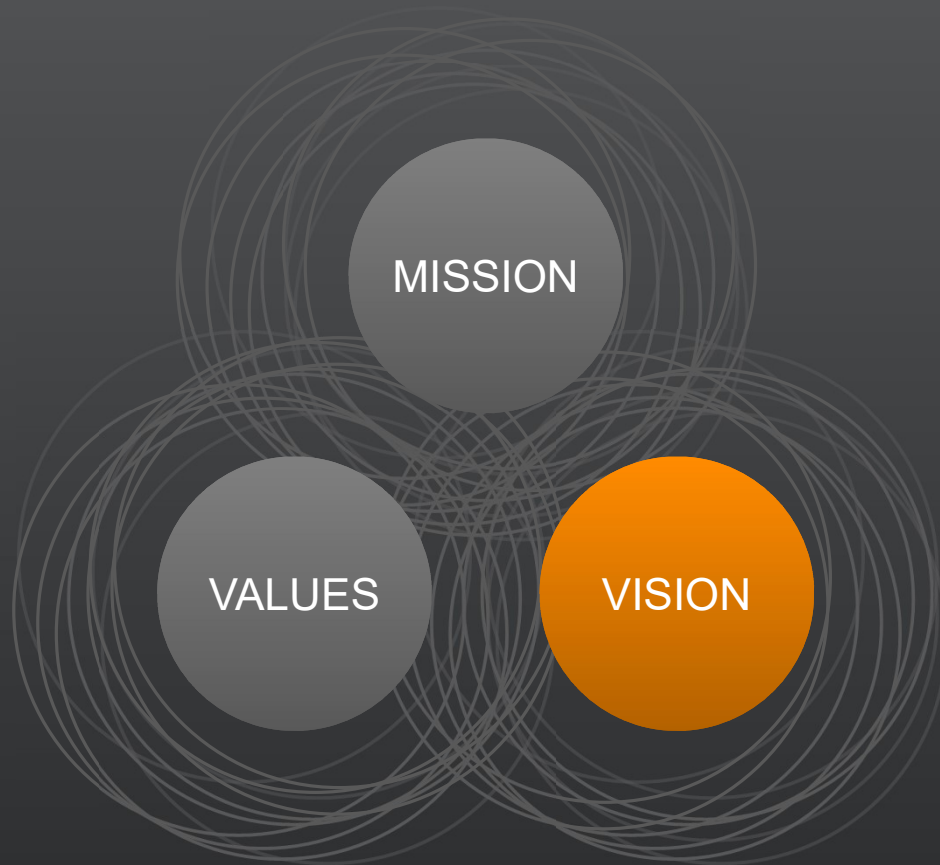
With industry leading products and world class service, our unwavering commitment is to keep you running, because what you do matters.

There is power in peace of mind.

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## OUR VISION

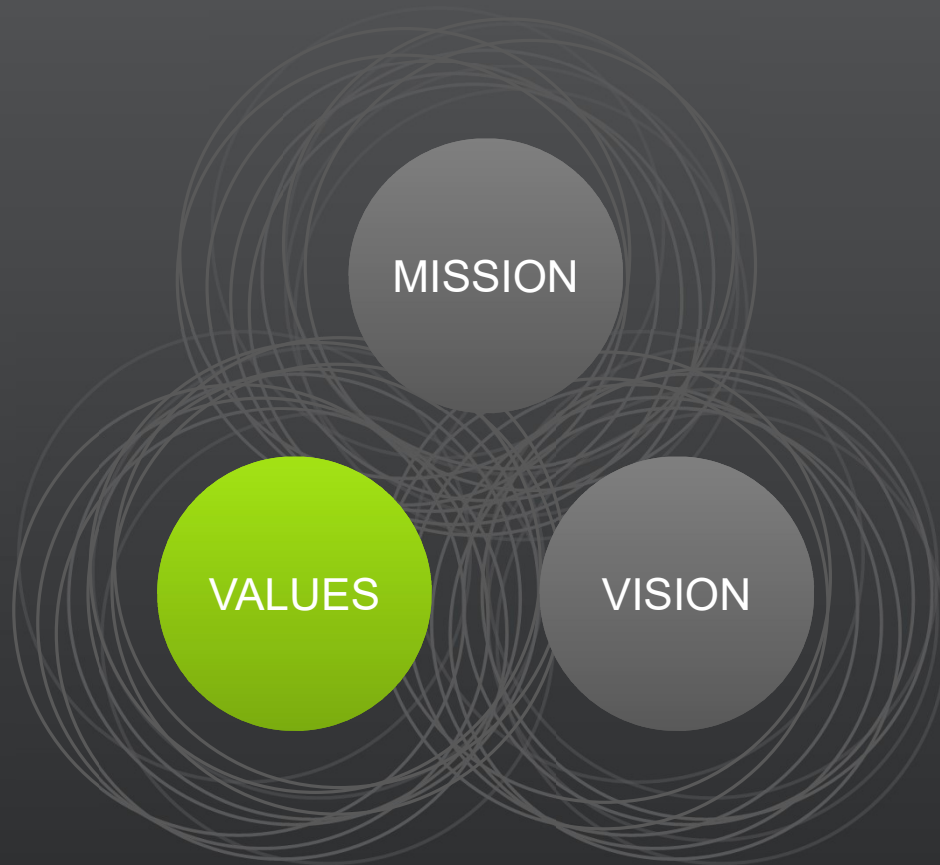
Create economic opportunity for our customers, suppliers and employees by being the trusted dealer of choice

We want to be the place you want to retire from. We know that the best employees create the best customer experience, and customer experience is everything.

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We are a family first organization, built on a core belief that our people are the difference.

Do the right thing. Trust powers everything, we say what we mean and mean what we say.

We win as a team. Play for the front of the jersey, we cross the finish line together.

Power your passion. We never stop learning, never stop trying and never accept the status quo.