

Great Dane in Motion Video – New Vision, Values and Why Statement

Spring 2016

Estimated time: 3:45

Hi, I'm Dean Engelage, President of Great Dane.

The world is changing. Great Dane is changing.

Our focus is not just on making trailers. We are also focused on aftermarket parts and service, truck bodies and a variety of other transportation initiatives.

Our industry is increasingly competitive and full of challenges.

It's our tradition to be a leader. Everything we do must be geared toward maintaining our leadership position.

This is a phenomenal company with great employees. (show values)

- We strive for safety. (Safety)
- We lead the industry. Leadership)
- We innovate. (Innovation)
- We always act with Integrity. (Integrity)
- We create quality products. (Quality)
- And we share our passion for what we do. (Passion)

After months of research, analysis and conversations with customers and employees across the company, we developed statements to define *who we are* and *why we exist*. Then we created a forward-looking *vision* and a set of *six values* to guide us. We believe these are true to our history, reflect our business today and will guide us as we continue to lead our industry into the future. If you haven't already, all of you will receive a copy of this information (show Be a Champion card).

Let's take a closer look at each of these again.

Who We Are: Great Dane is the transportation solutions leader—delivering innovative products and exceptional service that help our customers and employees succeed.

Why we exist: We champion the needs of our customers by ensuring the safe and efficient delivery of goods and champion the needs of our employees by creating a dynamic environment for growth.

Our Vision: Our vision is to be the champion for the transportation industry by putting our leadership into action each and every day.

Our Values:

- Safety (Safety is the key to our success)
- Innovation (We can—and will—always do better)
- Quality (Quality products start with quality people)
- Leadership (We lead best when we listen first)
- Passion (Do more because you care more)

- Integrity (We know what's right so we do what's right)

So what does this mean? It means we all have a role, no matter how we contribute to the company.

Each time we are faced with making a decision, we must think about how it helps our customers. We must think about how we create a dynamic environment for us to work in. We must think about how our actions align with our vision and values. That's how we tie our actions back to our company's purpose—our why statement.

I believe in our vision and values. I know that if we embrace them and incorporate them into our daily work we will all succeed in ways we cannot yet imagine.

I want to encourage each and every one of you to begin to think about our values and embrace them, to have both an outward view of the world as well as an inward view of how your actions contribute to your own success and the success of Great Dane

As a best-in-class organization, we embrace challenges and strive to maintain a safe and efficient workplace. Remember that safety is our Number 1 priority. As I have said before, "If you see something wrong, say something." Your actions will help keep you and your coworkers safe.

It's essential we continue to challenge ourselves to do more to adopt a spirit of innovation and continuous improvement, and I know many of you are already embracing innovation and change.

I have visited most of our Great Dane locations to share our vision and values and answer your questions. As always, it's been a learning experience to hear about the great work you are doing.

Thanks to all of you for being an integral part of our Great Dane family and for making us a leader in the transportation industry.

So what do you think? How will you put the vision and values into practice? We want to hear your thoughts on this. Please email your comments to vision@greatdanetrailers.com. I really look forward to hearing from you.