



# CORE VALUE STATEMENT – QUALITY

Our core value, Quality, is an expression of our goal to provide products and services designed around people's needs, giving them an experience that makes them feel that we care for them, and simplify their lives.

We shall:

- Exceed customers' needs and expectations through a strong customer centricity, aiming to have a top tier auto brand perception.
- Be committed to excellence in execution, efficient and flexible, and drive continuous improvements throughout all value chains.
- Strive to live according to the principles of Create, Accept, Pass on – No problems.

Handwritten signature of Håkan Samuelsson in black ink.

**Håkan Samuelsson**  
President & Chief Executive Officer

2014-03-10

Handwritten signature of Paul Welander in black ink.

**Paul Welander**  
Senior Vice President Quality & Customer Satisfaction

2014-03-10

