

**FORD OTOSAN QUALITY POLICY**

Otosan has the licensee and partnership relationship with Ford Motor Company who is a worldwide leader in automotive products and services. Our mission is to improve continually our products and services to meet our customers' needs, allowing us to prosper as a business and to provide a reasonable return for our stockholders, the owners of our business.

**VALUES**

How we accomplish our mission is as important as the mission itself. Fundamental to success for the Company are these basic values:

**People** - Our people are the source of our strength. They provide our corporate intelligence and determine our reputation and vitality. Involvement and teamwork are our core human values.

**Products** - Our products are the end results of our efforts, and they should be the best in serving customers worldwide. As our products are viewed, so we are viewed.

**Profits** - Profits are the ultimate measure of how efficiently we provide customers with the best products for their needs. Profits are required to survive and grow.

**GUIDING PRINCIPLES**

**Quality comes first** - To achieve customer satisfaction, the quality of our products and services must be our number one priority.

**Customers are the focus of everything we do** - Our work must be done with our customers in mind, providing better products and services than our competition.

**Continuous improvement is essential to our success** - We must strive for excellence in everything we do: in our products, in their safety and value - and in our services, our human relations, our competitiveness, and our profitability. To achieve this goal, management establishes quality objectives at all levels of the organization and review the results periodically in order to investigate improvement opportunities.

**Employee involvement is our way of life** - We are a team. We must treat each other with trust and respect.

**Dealers and suppliers are our partners** - The Company must maintain mutually beneficial relationships with dealers, suppliers, and other business associates.

**Integrity is never compromised** - The conduct of our Company worldwide must be pursued in a manner that is socially responsible and commands respect for its integrity and for its positive contribution to society. Our doors are open to men and women alike without discrimination and without regard to ethnic or personal beliefs.

## **Total Quality Excellence**

This policy sets forth the concept of “Otosan Total Quality Excellence” a concept that emphasizes the importance of quality in everything we do. Such emphasis is in keeping with our “Company Mission, Values and Guiding Principles”, which states in part; “Quality comes first. To achieve customer satisfaction, the quality of our products and services must be our number one priority.”

The fundamental precepts of Otosan Total Quality Excellence are:

- Quality is defined by the customer; the customer wants products and services that, throughout their life, meet his or her needs and expectations at a cost that represents value.
- Quality excellence can best be achieved by preventing problems rather than by detecting and correcting them after they occur.
- All work that is done by Company employees, suppliers and dealers is part of a process that creates a product or service for a customer. Each person can influence some part of that process and, therefore, affect the quality of its output and the ultimate customer’s satisfaction with our products and services.
- Sustained quality excellence requires continuous process improvement. This means, regardless of how good present performance may be, it can become even better.