



MISSION STATEMENT

Carolina Industrial Trucks, Inc. is in business to be the best material handling dealership in the areas we cover for the products we represent. Being THE BEST means selling only the highest quality products, and providing only the best possible service. Through our efforts we will produce our most important result – long term, loyal customers.

We are not interested in simply satisfying our customers. We want to impress them in every facet of our business so that there is no question in their mind that we are THE COMPANY in our field with which they want to do business.

Our profits and our success as a company will be determined by how well we serve our customers' needs.

IMPRESSING OUR CUSTOMERS MEANS. . .

- Always telling the truth about the products we sell and the services we provide.
- Responding quickly and with a total sense of urgency to our customers' requests.
- Fixing equipment right the first time by recognizing that quality workmanship is our number one priority.
- Communicating fully with our customers at all times. We must never make our customers come to us for information that we should have already provided.
- Creating a traffic jam of our employees on the 'going the extra mile lane' for our customers.
- Fulfilling all commitments made to our customers and following up to see if there is anything else we can do to go the 'extra mile' for them.
- Recognizing when we have not served our customer well, then quickly and completely fixing the problem.
- Actively listening to our customers making sure we understand their needs and desires.

MAKING QUALITY, VALUE AND SERVICE OUR ONLY WAY OF DOING BUSINESS.