



One bright idea after another

## **VISION MISSION CORE VALUES & BELIEFS**

### **VISION**

Optronics strives to be the market leader in vehicular safety lighting in all of the core markets in which we compete through product/process innovation and a focus on end-user value.

### **MISSION**

Optronics' mission is to exceed our customer's high expectations for quality, delivery, cost and product innovation through continuous improvement and customer interaction.

### **CORE VALUES & BELIEFS**

**INTEGRITY** – We commit to the highest level of ethical conduct wherever we operate and in all of our business relationships. Honesty and fairness will not be compromised.

**CUSTOMERS** – Customer retention and acquisition is a primary goal. In order to succeed, we are committed to working with our customers to establish goals, requirements and expectations. We will then exceed them.

**EMPLOYEES** – People are our most important resource. We are committed to providing a team oriented environment where our employees can meet their potential and thrive in an atmosphere of excellence.

**SHAREHOLDERS** – We are committed to consistently providing our investors an attractive investment over the long term.

**INNOVATION** – We both welcome and accelerate change for the opportunities it provides. We maintain a corporate culture that values originality, creativity and innovation that both drives and responds to inevitable change

**EMPOWERMENT** – An empowered employee making fast decisions can mean the difference between a delighted customer and just a satisfied one. We empower our employees to make quick decisions and give them the authority to carry them out.

**EFFICIENCY** – Efficiency and productivity can mean the difference between success and failure. We will tirelessly pursue better, faster and more economical ways to do everything we undertake.