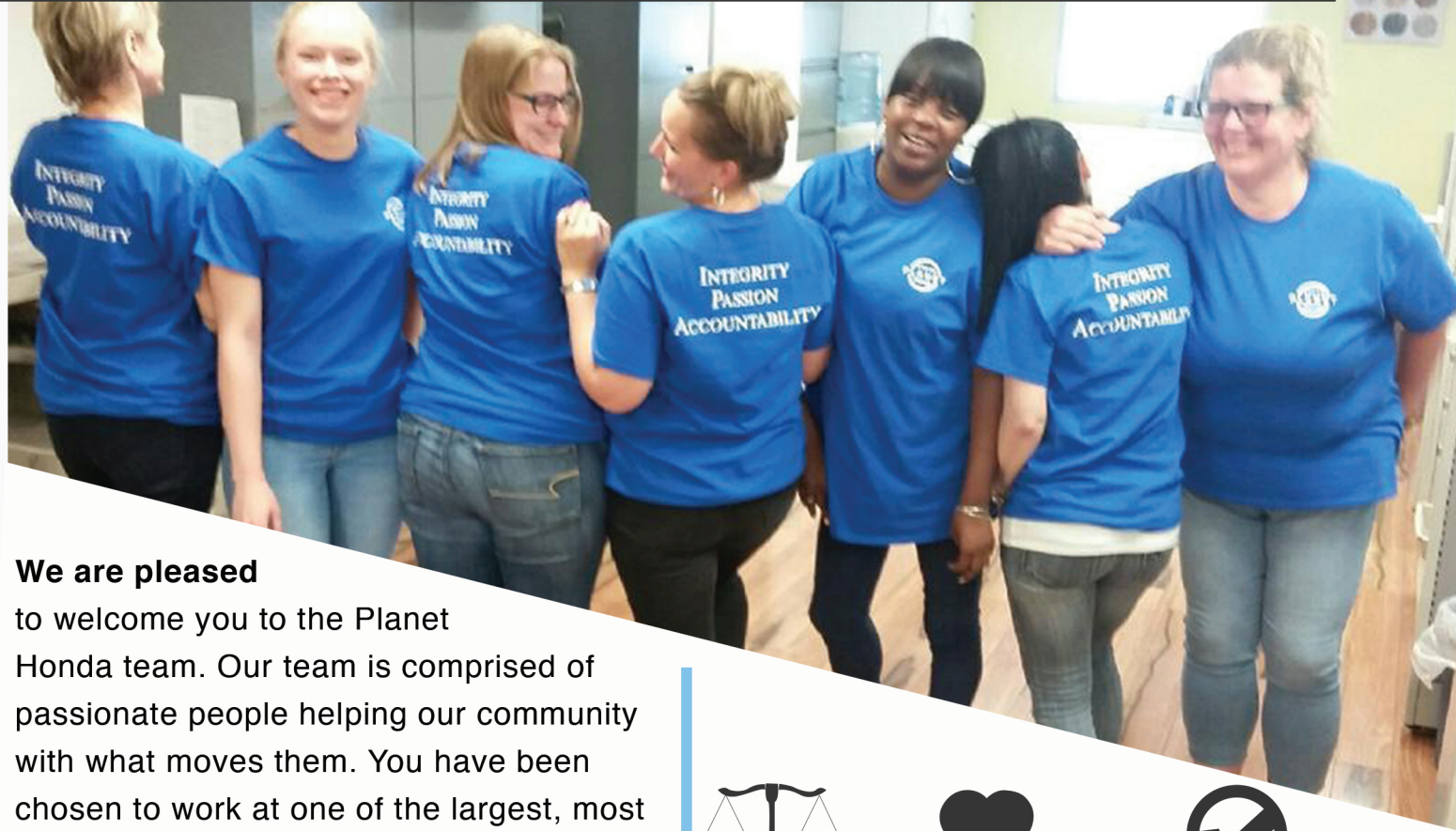


PLANET HONDA CULTURE & CORE VALUES



We are pleased

to welcome you to the Planet Honda team. Our team is comprised of passionate people helping our community with what moves them. You have been chosen to work at one of the largest, most successful Honda dealerships in the country. This success does not happen by accident - it is the result of our employee's hard work, dedication and commitment. Our success is also the result of innovative processes and procedures, many unique to Planet Honda. Our continued success is predicated on achieving one ultimate goal – providing our customers exceptional service in the sales and service of Honda automobiles. We are a customer-centric business – we cannot survive without happy customers.

At Planet Honda we are very proud and protective of our culture and our core values. Our core values are sacrosanct and are the touchstone of our business.

Our core values are....

INTEGRITY, PASSION, ACCOUNTABILITY



Integrity: We will always act with honest and respect, by doing the right thing even when no one is looking.

Passion: We will be relentless and fearless in the pursuit of extraordinary growth, happiness and achievement.

Accountability: We will hold ourselves and others to the highest standards and be open to others holding us to those standards to help us grow.

It is imperative that you understand and commit to our core values. We will refer to them often and your success (and our company's success) depends on your ability to embrace these values. You have a duty to protect our culture by holding yourself and your co-workers to these core values. None of us are perfect – there will be opportunities for each of us to improve on each of these areas. Only by being honest and forthright with each other can we all grow together and achieve amazing success.

Planet Honda is a meritocracy.

Your performance reviews will evaluate both your achievement of goals and objectives and your commitment to our core values. We promote employees to positions of additional responsibility based on ability and achievement. While we respect and appreciate years of service, tenure alone does not ensure promotion. When we consider a candidate for promotion the candidate's performance and representation of our core values is paramount.

Planet Honda will offer you an opportunity to grow, both as a

person and as an employee. From specified training to one on one coaching, we urge you to take advantage of all of these opportunities as you continue your journey as a member of our team. We hope this will be more than a job for you – we want Planet Honda to be your career and part of who you are.

We wish you the greatest success in your new position here at Planet Honda. Please know that we are all here to help you succeed and let any of us know if we can help you become all that you want to be.

On behalf of the entire Planet Honda Team,

William S. Feinstein
PRESIDENT

