



THIS LAND IS
OUR
Land



This book was written by and developed for the employees of Atlantic Tractor. It's both who we are, and who we aspire to be.



OUR PURPOSE STATEMENT

“To create a better tomorrow, for our families and communities, by **partnering** with those connected to the land.”



The purpose statement to me means that I'm a **small part of something pretty spectacular**. To know that products from farming communities in my area are being used locally and globally to feed the human race, is extremely satisfying. I feel a sense of pride and passion to be serving our customers, who in turn **serve the world**.

- Sales



By working together with the local community and businesses helps us to better understand what they do and how they provide for our future. It also helps us understand the **hard work that goes into the jobs our community provides**. How I incorporate it in my job is giving our customers the best exceptional experience I can give and **going above and beyond** to make sure that they have the parts they need at the time they need them.

-Parts



“Creating a better tomorrow” embodies what we do everyday not only for our customers but for our communities. We create a path for our customers to do what they do easier & more efficiently so they can devote more time to their families. I think about this everyday, **how I can directly affect someone's day**, task or the end result of their season for the positive AND **how I can to do something today get them to come back tomorrow**.

-Management



OUR VISION STATEMENT

“EMPOWER all employees to create an **Exceptional Customer Experience**”





THE GOAL OF THE VISION STATEMENT

To provide **ALL** Atlantic Tractor employees with a statement that guides them along their journey of providing an exceptional customer service experience with each and every interaction.

EMPOWER: (Webster)

- To give official authority or legal power to
- To promote the self-actualization or influence of
- **To realize fully one's potential**



THE TEAM

Each of us takes on the personal responsibility to help our customers find the right solutions, with urgency. We service our customers as if we are taking care of our own needs. We're neighbors, friends and family helping neighbors, friends and family.

In short, WE LIVE IT!



we live it.



PERFORMANCE

The reciprocal relationship between the customer, the employee and the company.



TO REACH OPTIMUM PERFORMANCE,
we believe our employees need to be...



PASSIONATE



POSITIVE



PEOPLE-ORIENTED



PRODUCTIVE



PROFESSIONAL



PROUD





BE PASSIONATE

Care

Love what you do

Devote yourself to the bigger purpose

While at work, we work

Approach each day enthusiastically

Team first, individual second



BE POSITIVE

A smile is the universal welcome

Always be curious and inquisitive

Be reflective of your actions, character and motives

Be optimistic of the future

Welcome change

Be willing to try. Be adventurous.

Reject negativity





BE PEOPLE-ORIENTED

See the experience from your customer's point of view

First understand, then be understood

Above all else, be honest and ethical

Work to live, don't live to work

Always go above and beyond



BE PRODUCTIVE

Goals transform a random walk into a chase. Get chasing your goals.

Work with energy and commitment

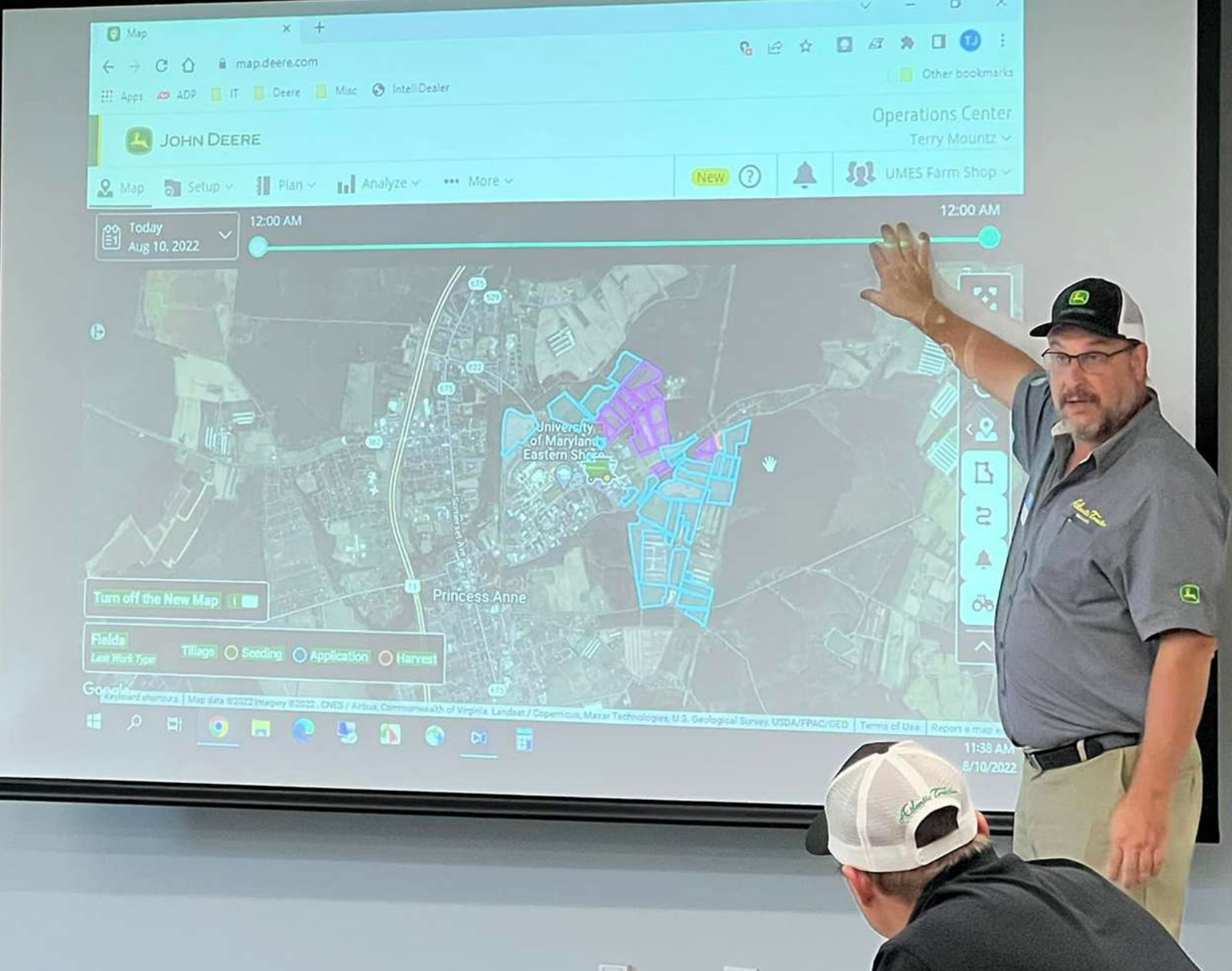
Think outside the box

Maximize production, minimize waste

Dedicate yourself to the job at hand

Work to get better, everyday





BE PROFESSIONAL

Early is on time

Don't overlook the details

Learn something, everyday

Always be humble and respectful

Together is better. Rely on your teammates.

Delight customers with your ability to excel at your job



BE PROUD

Honor the legacy of those that work the land

We represent the best products. With that comes demand for the best service.

Be reliable. State your actions, then deliver on those actions.

Support the local community

Be the standard to which others' measure against



Success

DEFINED.





A Message from the Chairman:

Maintaining and perpetuating a positive, collaborative and productive culture is very important to this organization. Atlantic Tractor has a great company culture based on simple and clear values. Our business and financial expectations are high, yet we are a family business with a humble and personal touch that values long term relationships, and a focus on maximizing the success of our customers.



What do we do differently? For one, the Culture Book that you are reading was created entirely by the employees of this great company. It was our employees, based on their own initiative and a rigorous process of defining who we are and where we want to go, that identified our key values and core beliefs. And it was our employees that creatively and beautifully distilled those beliefs into this outstanding document. Thus, the values and expectations in the Culture Book are shared by everyone in the organization. This is what we do differently - we know who we are, where we are going, and how to become even better.

Our company culture is one of our core strengths. It makes us unique, resilient, and stable. It is what has made Atlantic Tractor a leading employer, a great partner for our suppliers, and an award-winning dealer for our customers. Our culture is what will drive us to greater heights and more successes into the future.

All the best,

Eric Levin
Chairman, Atlantic Tractor



Atlantic Tractor

We Live It.