



BRAND BACKGROUND

- Vision:** We want all drivers in the CSRA to have trust in their vehicles and peace of mind in their travels.
- Mission:** Dominate the automotive service and repair industry in the CSRA with our reputation of quality, integrity and community.
- Target:** The driving public of the Central Savannah River Area.
- Story:** (atc)...There's a rich history "at the center" of those two parentheses. It says that we remember where we came from and what's at the heart of our company. It's understood that three little letters represent a family heritage of almost 60 years. The measurement of success in the past remains our standard today. So we'll continue to build our company on a strong work ethic, quality car care and excellent customer service.

We know the driving public has "trust issues" with the automotive service and repair industry. That's why we strive to restore trust in more than just vehicles. Through our focus on quality, integrity and community we aim to restore a customer's trust in their vehicles, in people, in the industry and beyond.



BRAND PROMISES— What your customer should expect from what you offer.

Quality

We put quality at the center of our company to show you that we value your business and your relationship.

Integrity

We put integrity at the center of our company because our honest reputation is more important than our business.

Community

We put community at the center of our company by investing in the growth of our employees and our neighborhoods.



BRAND IDEA—

It's the simple but powerful idea that you want to communicate to people directly related to your uniqueness and relevance. For drivers in the CSRA, it's the automotive service and repair center, that restores trust in your vehicle and gives you peace of mind for your travels.



BRAND DNA—

The essence of your brand.
Restore Trust.



BRAND NAME—

The single most powerful communication about who you are as a company.

Auto(atc)Center



BRAND MESSAGES—

These are the ideas you want communicated to your customers to evoke feelings and images when they think of you. They communicate exactly what you do and why you do it.

- trust in your vehicle, peace in your travels
- restoring trust one vehicle at a time
- (atc) at the center is TRUST
- (atc) at the center is TALENT
- (atc) at the center is TRUTH
- (atc) at the center is TEAMWORK
- (atc) at the center is TRANSMISSIONS

