

DRIVING TO DELIVER THE HIGHEST STANDARD OF EXCELLENCE

– Vision Statement



GUIDING VALUES

CUSTOMERS' #1 CHOICE

We commit to providing premium transportation services and extraordinary support to quality-driven customers. They choose us over competitors today for our responsiveness and flexibility, and will choose us tomorrow for our safety and service innovations.

OUR PEOPLE ARE OUR STRENGTH

We attract and carefully select talented individuals who share our values. Together we will nurture and sustain a work environment with two-way communication, training, mentoring, and rewarding career opportunities.

COMMITMENT TO EXCELLENCE

Our total commitment to excellence leads us to pursue many continuous improvement initiatives, quality and safety systems. We resist the temptation to take short cuts and understand that excellence demands hard work and dedication.

INTEGRITY & TRUST

All our successful relationships are built on a foundation of trust, mutual respect, honest communication, and reliable follow-through. Dishonesty and inconsistency undermine both our teamwork and our company's reputation.

CREATIVE POWER OF TEAMWORK

Our best ideas and decisions come from respecting and building on each other's unique insights and experiences. Innovative solutions and growth come from being receptive and willing to learn from others. Arrogance, self-centred politics, and commiserating are not tolerated because they destroy teamwork.

FREEDOM TO INNOVATE

We encourage our people to be creative in the pursuit of excellence. The freedom to learn from honest mistakes stimulates personal growth, builds knowledge, and turns negative situations into positive ones. Ideas grow best in a supportive atmosphere of humour and friendliness.

RESPONSIBILITY

Each of us willingly accepts personal responsibility for meeting our commitments. We will hold each other to a high standard of accountability and safety. Blame and denial only hurt service performance and inhibit creative problem solving.

OPTIMISM & POSITIVE ATTITUDE

By remaining confident, focused and persistent during challenging times, we will discover opportunity. We encourage a realistic outlook, but do not accept gloom or negativity. As we win in the marketplace we celebrate our successes – together.

COMMUNICATION

We keep our team informed on a broad range of issues with frequent, regular communication. We will provide timely and relevant information to our customers and team members. We actively encourage open input and feedback from all team members on issues important to them.

FINANCIAL RESPONSIBILITY

Profit is not only a measure of our performance, but also a way to share our success with team members and give back to the community. By reducing costs and remaining financially solid, in good times and bad, we will continue our growth, protect our values, and ensure our goals and objectives are met.