

CORE VALUES

HONESTY

I act with integrity.
I admit my mistakes and am accountable for my actions.
I am willing to speak up and have difficult conversations when needed.
I prefer directness to politics.

RESPECT

I honor the opinions of others.
I listen actively and communicate respectfully.
I am willing to voice my concern when an action is not aligned with our values.

POSITIVE ATTITUDE

I demonstrate an ability to change course and overcome obstacles with energy and enthusiasm.
I am willing to go the extra mile for the customer.
I consistently do more than is asked.
I am able to diffuse a negative situation.

EFFICIENCY

I value time and demonstrate a sense of urgency.
I use resources wisely.
I prioritize tasks appropriately and adjust priorities when needed.

TEAMWORK

I can be counted on to do what needs to be done.
I work with team members to solve problems and to try new ideas.
I communicate openly with team members.
I support team decisions.

BRAND PROMISE

BRAND VISION

Great Service, Great Selection, Great Value,
Depend on RaceTrac

POSITIONING

For Time Conscious People,
RaceTrac is the Destination for Immediate Consumables
That Provides Value in an Inviting Atmosphere

PERSONALITY

Fast, Friendly, Dependable and Economical

AFFILIATION

People who make smart choices