



International Headquarters
4710 Earth City Expressway
St. Louis, MO 63044
1-800-267-9369
www.dentwizard.com

Dear Dent Wizard employees,

In my 15 years with Dent Wizard, I have always believe there is something special and exciting about this company. Personally, I believe most of this is driven by our people and our culture. You are the heart and soul of our business and completely define how we are perceived throughout the industry. As such, we created our Core Values as an outward marker of the standards that we expect to be upheld throughout our company.

Core Values state who we are, what we stand for and what we are all about. These are not values that change from time to time, person to person, but rather they are the foundation of our company. In other words, that “special something” that makes Dent Wizard unique and serves as our differentiator.

As with anything, words are nice but actions are what counts. This is true for our Core Values. It is nice to have a piece of paper stating what we believe, but unless our employees live their lives and behave with these values in mind, then the paper means nothing. Ensuring that our Core Values permeate our company and become part of who we are is the challenge that we strive to achieve each and every day while working at Dent Wizard. We are people of integrity. We have a thirst for what is new and continue to find innovative solutions to our problems. We devote ourselves to our customers and make sure that they know how important they are to us. Most importantly we strive for excellence each and every day. That is who Dent Wizard is.

As President and CEO, I am committed to doing everything within my power to ensure that these Core Values are viewed as meaningful as I intend to use them as guidance and inspiration. It is important that you, a member of the Dent Wizard team, understand and embrace the company’s Core Values and commit to using them as a guide to influence on how you conduct yourself in every facet of your job with Dent Wizard.

As Dent Wizard employees, we are lucky to be part of a committed, strong, motivated team of caring individuals. Some of the most thoughtful, caring, passionate, dedicated and ultimately influential people I have ever met have been brought into my life via Dent Wizard. We have an amazing company and I am honored to be leading this company.

Please take some time to not only review but reflect on our core values. I want to work with a company that lives by core values and I am confident that you do too.

Best Regards,

Mike Black
President and CEO of Dent Wizard International