

WHY Binder's Automotive Exists

The Guiding Principles of Leadership

Our "WHY" is driven by selfless Cause and Purpose.

We believe in treating people like humans.

We believe in putting others before ourselves.

We believe in encouraging others.

We believe in inspiring all those we come in contact with.

We believe in continuous self-improvement in order to better serve the people around us.

We believe True Value cannot be spoken with words; it must be experienced with feelings.

We believe if you want to feel happy, do something for yourself. If you want to BE fulfilled, do something for others.

We believe the key to achieve fulfillment is self-sacrifice with a focus on putting others before ourselves.

We believe the key to successfully putting others before ourselves is to TRUST that those around us will do the same because they are pursuing the same goal.

The Guiding Principles of Leadership is the road map to bringing our vision to life.