



The mission of General Automotive Company is to become a growing force in providing state-of-the-art automotive parts and accessories.

General Automotive is focused on strategic acquisitions that add shareholder value via private/public arbitrage, fundamental performance and value creation.

*Our public merger has created a new organization formed for the specific purpose of growth by acquisition. We are supported by strong investment banking relationships and can move quickly.*

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### ***The search for the right fit***



In seeking potential acquisitions, General Automotive looks for well-managed companies that manufacture products purchased by customers in the automotive sector. These companies, in turn, may be in the market for investment capital, leverageable operating capabilities or technical support.

Companies that are first in their niche markets are attractive candidates for acquisition; such historically successful enterprises fit well within General Automotive's decentralized corporate structure.

No acquisition follows an identical pattern. General Automotive acquires some companies as independent stand-alones; others become part of the General Automotive organization as add-on companies to an existing business. Both routes to General Automotive have worked extremely well for the businesses involved. One way may be right for your company.

### ***Culture***

#### **Our People**

General Automotive attracts leaders with an extraordinary combination of attributes - vision, passion and deep commitment to our mission. A remarkable thing happens when you bring together employees who are driven to make a difference: they do.



**Work Atmosphere and Environment**

General Automotive is an invigorating place to work. Ours is a culture of performance, fun, accountability and execution that emphasizes high-integrity business practices. Talented people from across the automotive industry are drawn to General Automotive's energizing workplace.

**Continuous Improvement**

General Automotive believes in driving incremental improvement by measuring results, planning and testing improvements, and codifying them into new best practices. This is a way of life that continuously improves real performance and consistency.

**Leadership Development**

We intentionally provide our leaders with opportunities for growth and learning. By developing leaders who embrace change and constantly move forward, we assure our customers, employees and shareholders that we can adapt to and optimize on the ever-changing business environment.

***A lean headquarters staff***

General Automotive leaves to its independent operating companies many management tasks typically handled by corporate headquarters. By managing their own human resources, legal affairs, engineering, research and development, strategic planning, purchasing and marketing, General Automotive companies can proactively respond to changing customer needs without becoming entangled in bureaucratic red tape.

Because General Automotive will be composed of many companies, each serving a market niche with targeted product offerings, there is little need for full integration or coordination of functions across company lines. We provide ample points of contact to our operating companies to leverage customer information and manufacturing resources.

The bottom line is that, at General Automotive, it is expected that the president of each operating company has the ultimate responsibility for the healthy growth of his or her business. In this environment, corporate bureaucracy would only get in the way.



***An organization of leaders ... linked by trust***

The General Automotive culture is founded on trust based on mutual respect. Within General Automotive, a company presidency is not a stepping stone to other positions. Rather, it is the pinnacle of importance for each individual company and for General Automotive itself. General Automotive's company presidents set the direction for their own companies, make their own decisions, and nurture and grow their own organizations.

The expectation is, of course, for excellence. Most General Automotive companies enjoy robust growth.

***Acquisition Criteria*****Types of Business**

- We seek manufacturers of high value-added, automotive parts and accessories.
- We acquire companies with potential for growth in revenue and or profits.
- We prefer companies that are niche-oriented market leaders with either a #1 or a strong #2 market position.
- We do not purchase turn-around situations.

**Management**

- General Automotive is decentralized--we will only buy businesses that have strong management teams in place. We expect management of each operating company to behave as the owners of that business and we have longer-term financial incentives designed to encourage continued growth of the business.

**Financial**

- Since we seek market leaders, we expect outstanding operating financial performance that can be built upon. We also expect that over time any business we own will generate significant real growth.
- We generally do not expect 'synergies'. Each business is expected to stand on its own.



## *Acquisitions 2009*

- We are cash buyers, but, will entertain an exchange for General Automotive stock, which we view as a more expensive medium of exchange.
- A rigorous due diligence process covering finance, growth potential, management and operational functions will be applied to acquisitions.

### ***Contact Information***

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