

JAC Products

Strategic Initiatives Introduction Video

Outline and Script – v07MG

2/13/2017

NOTE: This is not finished voice over script. This document shows outline, flow, and content ideas to be included in video.

Video length based on current scripting – approximately 3 min 45 sec

CONTENT	VISUAL CUES	TOPIC
<p>NARRATOR Every successful team strives to achieve the ultimate goal of winning.</p> <p>Creating new game plays and tweaking strategies is the hallmark of every successful franchise.</p> <p>In the spirit of continual success and the aim of maintaining its market leadership position, the JAC Products management team has identified key strategies necessary to take the business forward to 2021 and beyond.</p>	<ul style="list-style-type: none"> • Coaching, team images faded in background • Key words in message animate on screen 	
<p>MIKE WOOD “I feel strongly that every employee at JAC Products should have a working knowledge of our mission and vision. Most importantly, every employee should understand our new strategies and THEIR individual contribution to the realization of our success, of everyone's success.”</p>	<p>Video of Mike Wood – half shot looking off camera</p>	

<p>NARRATOR As Mike said, every employee should be aware that the key to the JAC Products vision is to continue to be the thought leader and highest valued partner in our industry by implementing innovations that enhance the style and utility of vehicles.</p>		
<p>To advance our vision, we've aligned our company mission and goal to be THE champion innovator of functional exterior and interior trim products with unmatched value. Helping to differentiate our customer in the marketplace and sell more vehicles is a win-win for everyone.</p>		
<p>It's our innovative products that enable consumers to participate in the activities they choose and WANT TO DO while enhancing the expression of personal style through their own vehicle in pursuit of their own true passions in life. Connecting to their vehicles in memorable ways makes ownership more enjoyable and repeat purchases much more likely. Strong vehicle connections also enable customers to build their brand loyalty and their business success. Empowering individuals and families to be where they want to be and participate in activities they choose is the essence of our work at JAC Products. We call this "Passions Made Possible."</p>		
<p>The JAC Products management team has created six strategies critical to achieving our vision and mission and ensuring the longer-term sustainability of our business. Progress has already been made to execute these plans, but there is more to be done. It will take the collective contribution of all global employees of JAC Products to realize our vision – and our real capabilities entirely.</p>		
<p>NOEL RANKA By continuing our tradition of product innovation and anticipating our customer needs, we'll be able to create additional solutions to issues and work as an extension of our customer teams, earning us the partnerships</p>	<p>Video Noel Ranka – half shot looking off camera</p>	

<p>we aspire to and assuring we continue as a growing and profitable business.</p>		
<p>NARRATOR</p> <p>Of our six strategies, the first one is a cornerstone to our success. It is to-</p> <p><i>Operate as a seamless extension of our customer’s business and execute daily continuous support of their vision for each vehicle.</i></p> <p>How closely can we operate as though we are a natural extension of the customer’s business, understand their challenges, and provide solutions?</p>	<ul style="list-style-type: none"> • The words Strategy 1 animate on screen • The strategy animates on screen 	<p>Strategy 1</p>
<p>To anticipate our customers’ needs we will:</p> <p><i>Expand our product portfolio to offer unique solutions and innovative products.</i></p> <p>Creating the unimaginable to propel our customer’s vehicles to the “front of the line” and to meet the desires of the consumer.</p>	<ul style="list-style-type: none"> • The words Strategy 2 animate on screen • The strategy animates on screen 	<p>Strategy 2</p>
<p><i>Develop innovative and capable manufacturing processes to help our customers differentiate their products.</i></p> <p>Developing game-changing manufacturing techniques, production materials, and finishes that redefine cost and performance standards in the industry.</p>	<ul style="list-style-type: none"> • The words Strategy 3 animate on screen • The strategy animates on screen 	<p>Strategy 3</p>
<p><i>Expand our Global Footprint to support OE Customer Production</i></p>	<ul style="list-style-type: none"> • The words Strategy 4 animate on screen • The strategy animates on screen 	<p>Strategy 4</p>

<p>Our global expertise will rise as we support our current customers and pursue new opportunities.</p>		
<p><i>Provide Innovative Design and OEM Style Products to the aftermarket customers through alternative channels.</i></p> <p>Ensure that consumers are not limited by the OEM market for the products they need to make their passions possible.</p>	<ul style="list-style-type: none"> • The words Strategy 5 animate on screen • The strategy animates on screen 	<p>Strategy 5</p>
<p>And finally, <i>expand the aluminum stretch form rail capabilities to offer our customers superior quality and a complete product portfolio.</i></p> <p>A segment of this big market demands that we change the paradigm, reinvent the process, and redefine the segment.</p>	<ul style="list-style-type: none"> • The words Strategy 6 animate on screen • The strategy animates on screen 	<p>Strategy 6</p>
<p>Mike Wood – “We are all in this together. Our success as a business will be closely aligned to the success we each have as individuals within it. I want every employee of our company to enjoy being part of our organization. They should be involved, have opportunities to contribute in meaningful ways, and be rewarded for their individual, and for company, success. That is my desire for the people in our company.”</p>	<p>Video of Mike Wood – half shot looking off camera</p>	
<p>Closing text – TBD based on feedback</p>		