

Toni Eloranta
372356

Dear colleagues,

Did you know that the first ever Formula One pit stop in the 1950's took 67 seconds? And did you know that today the average pit stop lasts less than three seconds? The world record made by Red Bull racing is 1.92 seconds. Imagine that. Racecar approaches the pit 80 kilometers per hour, stops, gets lifted up and all its tires changed and continue the race in less than two seconds. That's an amazing performance.

As you all know we are in a middle of implementing our new strategy. Today I'm here to tell you about our company's renewed vision. Vision serves as a compass and guides our every action. Our vision is to become the best pit crew in our industry.

This vision is composed by thee elements. The first element of our vision is teamwork. Formula 1, just like our everyday work, is very much a team sport. This is no more evident than in the pit stop. An action that at its best lasts under two seconds involves work from almost 20 people. All of their input is needed in order to get the maximum result for their customer, who in this case is the driver. In other words, teams ability to work together determines whether the team is successful or not.

And just like a pit crew we at our company must work together as a unit. Only through teamwork we will be able to deliver the best possible experience to our customers. As a result of successful teamwork we will have happy customers and prospering business.

The second element of our vision is innovation. As I told you the first ever pit stop took over 60 seconds. The super-fast pit stops of today are the result of a long road of innovation in both equipment and ways of work. In an environment where every second matters, capability to make these innovations determine whether you win or lose.

Toni Eloranta
372356

We work in an extremely competitive business environment. We believe that being innovative can bring us competitive advantage in this challenging environment. That is why WE want to be the company that shapes the future of this industry. We want to set the standards that all the other players try to meet. And we want to be one step ahead at all times.

Third and last element of our vision is expertise. In a pit crew every member of the team has a specific job to do. And everyone knows exactly how to do his or her job. This sort of expertise ensures that even though the conditions might change the quality of the work remains constantly at high level.

It requires a lot of work to achieve this level of expertise. We believe that knowledgeable staff is key to success and we want the best experts in this industry to be at our team. This obviously means that we have to make sure that our personnel gets all the training and resources that are available. More importantly it means that we want to be a place where expertise can be gained through exploring the best methods. Just like famous physicist Niels Bohr once said, "Expert is a man who has made all the mistakes which can be made, in a narrow field".

In conclusion I want you all to remember that through teamwork, innovation and expertise something as amazing as two-second pit stop can be achieved.

Thank you!