

A man in a dark suit, white shirt, and patterned tie stands in a car dealership. He is smiling and wearing glasses. In the background, another man in a suit stands next to a classic car. The dealership has signs for "Sport Car" and "Family Car" on the wall.

Holman
AUTOMOTIVE

holman automotive apparel policy

the brand is always on display



When you combine your look, voice, attitude and persona, you have the building blocks of a brand. The key is making the brand memorable and consistent.

Holman Automotive Business Attire

Revision11292016

The following guidelines will be implemented at all Northern Dealerships (except where prohibited by the manufacturer) effective November 29, 2016.

The General Managers, Department Managers, Assistant Department Managers, Sales Personnel, Greeters, Service Advisors and Body Shop Estimators, and any customer facing employees as decided by the General Manager will follow these guidelines.

All other dealership employees may opt to wear Holman Automotive Business Attire; however, they must follow the guidelines without exception.

If an employee elects not to participate in wearing Holman Automotive Business Attire, they will be required to wear the following business attire:

Men: A Suit (with Jacket to be worn)
 White Dress Shirt & Tie
 Dress Shoes

Women: Business Suit
 Dress Blouse
 Dress Shoes



Holman Automotive Business Attire Guidelines Are As Follows:

Men

All attire available on the Holman Automotive Attire Portal has been approved. It is the discretion of the General Manager to set guidelines at their location in regard to style and color within the Holman line.

The approved logo for general use is “Holman Automotive.” Exceptions will be granted for compliance with manufacturers. The Global marketing department will work with both the General Manager and the manufacturer to create a Holman / Brand approved logo and make it available on the portal.

- Black, tan, navy blue, or gray dress pants (pleats & cuffs optional)
- Appropriate colored dress shoes that can be polished (no sneakers)
- No visible logos on outerwear other than that representing the dealership manufacturer or Holman Automotive (*new - available online)

Women

All attire available on the Holman Automotive Attire Portal has been approved. It is the discretion of the General Manager to set guidelines at their location in regard to style and color within the Holman line.

- Black, tan, navy blue, or gray dress slacks (pleats & cuffs optional)
- Black, tan, navy blue, or gray dress skirt (pleats optional)
- Appropriate colored dress shoes that can be polished (no sneakers, Uggs, above the knee boots or traditional Flip Flop style shoes)
- No visible logos on outerwear other than that representing the dealership manufacturer or Holman Automotive (*new - available online)



Special Notes

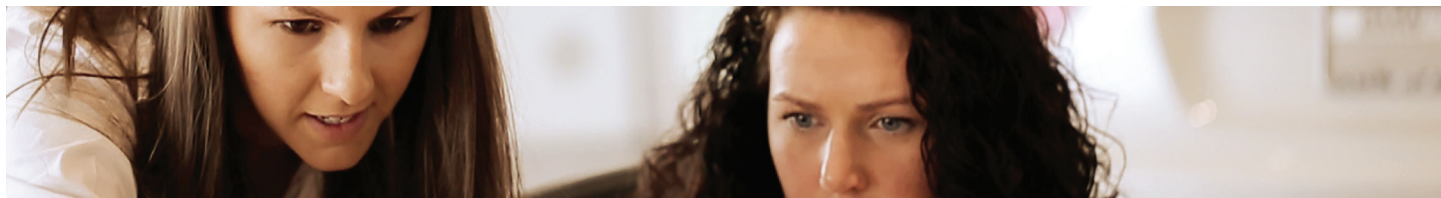
- Cardigan sweaters for women may be worn without a blouse underneath, providing it is a crew neck and buttoned all the way up. Women choosing to wear a blouse which will be visible from beneath a cardigan may only wear Holman approved colored tops.
- Only approved V-neck sweaters shall be worn and must be worn with a Holman approved shirt/blouse underneath.
- The dealership General Manager may request an employee to discontinue wearing any Holman Automotive Business Attire that shows excessive use and/or fading of color.
- Employees may wear a pin-on or magnetic Holman Automotive logo on their shirts while waiting for their initial order to arrive or in case of emergency. Employees may not wear a pin-on or magnetic Logo on a regular or permanent basis unless required by the vehicle manufacturer. Manufacturer required pins may only be worn on the chest opposite the Holman logo and must be approved the Vice President and Supervisor of Dealership Operations.



Ordering / Reordering of Clothing

- All items will be purchased through the dealership's approved website with the exception of pants, slacks, shoes, and approved outerwear.
- The cost of purchasing the business attire will be at the employees' expense, including any applicable taxes and shipping costs. NO PAYROLL DEDUCTION OR ADVANCE.
- Benefit administrators/clothing coordinators will provide employees with all information and updates allowing them to order Holman Automotive Business Attire on their own.

- Employees are responsible for ordering their own clothing which will be shipped to their own private address. The employee will use their own method of payment as permitted by the website vendor. This will be paid directly to the clothing manufacturer or vendor website. NO PAYROLL DEDUCTION OR ADVANCE.
- Any defects with the clothing ordered, issues with size, fit or general returns are the sole responsibility of the employee in coordination with the clothing manufacturer or website vendor.
- Questions regarding the Holman Automotive Business Attire guidelines should be directed to the dealership General Manager. The dealership General Manager reserves the right to limit but not exceed the Holman Automotive Business Attire guidelines. Any exception to these guidelines will be posted for all employees on a case-by-case basis.



Reimbursement Policy

Any newly hired employee who has purchased Holman Automotive Business Attire in accordance to these guidelines may receive up to 50% reimbursement if their employment has been terminated within the first 180 days of their original date of hire. The conditions for reimbursement are as follows:

- Must be newly hired and the Holman dealership terminates employment for any reason within the first 180 days of hire.
- Should the employee quit or abandon the position, there will be no reimbursement.
- The Holman dealership will reimburse the employee up to a maximum of 50% of the original employee cost of items purchased through the clothing manufacturer or approved website vendor only providing they submit a copy of any receipts
- The maximum reimbursable articles of clothing will be 20 approved Holman Business attire pieces.
- Employees will not be reimbursed for pants or other clothing not listed above.
- All articles of clothing must be returned laundered and in acceptable, wearable condition as deemed by the General Manager to receive reimbursement.



Phase Out

- Employees hired prior to December 1, 2016 will have the until July 31, 2017 to adjust their current Holman Automotive Business Attire to the above mentioned guidelines. There will be no exceptions.
- Employees hired on or after December 1, 2016 will follow the most current Holman Automotive Business Attire guidelines.