



## Brand Mission Statement Overview: Classic Car Restoration Club

<b>Our Vision</b>	To fuel your passion to build, drive, and maintain custom, classic, and performance cars.
<b>Mission Statement</b>	<i>Classic Car Restoration Club is your go-to online resource for classic car restoration instruction, ideas, and information - a community where car enthusiasts can come together to learn and share their passion for classic cars.</i>
<b>What We Do</b>	Our main goal is to help you build safer and better classic cars that perform as good as they look, and we teach through video and other online resources. Our instructional restoration videos are taught by talented classic car experts who take the time to walk you through the techniques and demonstrations, providing helpful tips and ideas along the way.
<b>How We Do It</b>	On the website you'll find an entire library of classic car videos at your fingertips, plus brand new videos to enjoy throughout the month. You'll also find interesting articles, product reviews, Q&As with experts, and lots more. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow classic car enthusiasts.
<b>Why We Do It</b>	At Classic Car Restoration Club, we know that your ride is so much more than a hobby for you – it's a way of life. We want to be your favorite place where you can fuel that passion by learning new techniques, getting inspiring new ideas, and connecting with other collectors who feel the same way as you.

<b>Brand Personality</b>	Authentic, passionate, honest		
<b>Tone of Voice</b>	Genuine, approachable, friendly		
<b>Key Messages</b>	Learn New Skills & Techniques	Engage Your Passion	Express Your Creativity
<b>Examples</b>	Learn something new Get inspired Complete more projects	Connect with other enthusiasts Ask questions, share ideas Share the passion for classic cars	Find personal value Challenge yourself Leave a legacy