

Dealership Dress Code Policy

Purpose The purpose of this Dress Code Policy is to ensure that all employees present a professional and recognizable appearance to our customers at all times. Our image directly reflects the quality, integrity, and professionalism of our dealership. Every employee, regardless of department, plays a part in maintaining a clean, consistent, and customer-friendly appearance.

General Standards (Applies to All Employees)

- Employees are expected to report to work neatly groomed, clean, and dressed appropriately for their position.
- Graphic T-shirts or apparel with slogans, logos, or large printed designs are not permitted
- Clothing should be clean, pressed, and in good condition — no holes, stains, frayed edges, or excessive wear.
- Neutral and professional colors are encouraged (e.g., black, gray, navy, white, khaki).
- Footwear must be clean and closed-toe if required for your department.
- Personal hygiene must be maintained.
- Hair should be neat and clean; extreme styles or unnatural colors should not distract from a professional image.
- Strong fragrances should be avoided.
- If an employee is coming into the dealership to work — even briefly — they must be in full compliance with the standard dress code. This ensures that every employee maintains a professional and recognizable appearance for our customers at all times.
- **Special Occasion & Casual Attire:** From time to time, departments may be authorized to wear jeans, sports jerseys, or themed attire for holidays, special events, or emergency weather events. These exceptions are allowed only when officially approved.

Uniform and Shirt Ordering

- Employees who require uniforms or dealership-branded shirts may order them through approved uniform and shirt vendors. To place an order or for guidance on sizing, styles, or approved vendors, employees should see their manager or HR representative.

- A portion of the cost for these items may be deducted from employees' paychecks, as authorized and in accordance with payroll policies.
- The Company will pay half of up to five shirts per year.
- All ordered items must comply with the dealership's dress code and be worn in a clean and professional manner.

Sales Department (Sales, Sales BDC, and Sales Management)

Employees in the Sales Department represent the front line of the dealership and should always maintain a professional, polished appearance that inspires confidence and trust. **Uniform colors, patterns, and styles may vary by brand and will be designated by the General Manager in alignment with brand image and professional appearance standards.**

- Attire: Blouses, polos, button-down shirts and dealership-branded shirts/polos paired with slacks, khakis, or professional-length skirts. Name tags must be worn at all times.
- Footwear: Dress shoes or clean, professional closed-toe shoes are required. Dress sneakers are allowed if they are low-profile, simple, and structured, looking closer to a casual dress shoe than an athletic sneaker.
- Outerwear: Black, gray or navy jackets, vests, or weather-appropriate layers can be worn when working outside.
- Not Permitted: Jeans, shorts, leggings, athletic wear, T-shirts, or casual footwear (e.g., casual sneakers, flip flops).
- Presentation: Employees must maintain a neat, clean, and customer-ready appearance at all times.
- Sales Managers should model leadership-level professionalism and set the standard for their teams.

Service Department (Advisors, Assistants, Porters, Service BDC, and Service Management)

The Service Department represents the dealership's commitment to quality and trust in vehicle care. Employees in all service roles must maintain a clean, professional, and safety-conscious appearance appropriate for customer-facing and operational environments. **Uniform colors, patterns, and styles may vary by brand and will be designated by the General Manager in alignment with brand image and professional appearance standards.**

- Attire: Polos, button-down shirts and dealership-branded shirts/polos paired with slacks, khakis, or professional-length skirts. Name tags must be worn at all times.
- Footwear: Closed-toe, non-slip shoes are required for all service employees. Safety boots are recommended for any shop or lot work.
- Outerwear: Black or navy jackets, vests, or weather-appropriate layers can be worn when working outside or in the service drive.
- Not Permitted: Jeans, shorts (except porters in warm weather with approval), athletic wear, or open-toed shoes.
- Presentation: Service employees must maintain a clean, professional appearance throughout the workday.
- Management is expected to model professionalism and ensure all team members uphold dealership standards.

Technicians / Service Technicians

Technicians are responsible for maintaining vehicles and supporting the service department. Their attire must balance professional appearance, safety, and functionality.

- Uniforms: Technicians are provided with dealership-issued work uniforms through the uniform service. Uniforms must be worn clean, in good condition, and fully visible while on the dealership property.
- Footwear: Closed-toe shoes are required at all times. Steel-toe shoes or boots are preferred to ensure safety when working with vehicles, heavy tools, or equipment.
- Grooming & Appearance: Hair, facial hair, and personal hygiene must be maintained to ensure a professional appearance.
- Not Permitted: Non-uniform clothing, shorts (unless approved for the role), open-toed shoes.
- Safety Gear: Required safety equipment, such as gloves, goggles, or ear protection, must be used when performing tasks or as directed by OSHA or dealership safety policies.

Parts Department (Counter, Management, Drivers, and Warehouse)

The Parts Department supports both customers and internal operations and must maintain a professional and consistent appearance while ensuring safety and functionality. **Uniform colors, patterns, and styles may vary by brand and will be designated by the General Manager in alignment with brand image and professional appearance standards.**

- Attire: Polos, button-down shirts and dealership-branded shirts/polos paired with slacks, khakis, or professional-length skirts. Name tags must be worn at all times.
- Footwear: Closed-toe, non-slip shoes are required for all service employees. Safety boots are recommended for any shop or lot work.
- Outerwear: Black, gray or navy jackets, vests, or weather-appropriate layers can be worn when working outside or in the service drive.
- Not Permitted: Jeans, shorts (except porters in warm weather with approval), athletic wear, or open-toed shoes.
- Presentation: Parts employees must maintain a clean, professional appearance throughout the workday.
- Management is expected to model professionalism and ensure all team members uphold dealership standards.

Detail Department (Detailers, Lot Attendants, and Detail Management)

The Detail Department plays an essential role in vehicle presentation and lot appearance. Employees should maintain a clean, uniform, and safety-oriented look while performing their duties.

- Attire: Dealership-provided uniform or approved workwear. Durable pants or shorts (weather permitting) with dealership-branded shirts or polos.
- Footwear: Closed-toe, non-slip shoes required at all times.
- Outerwear: Black, gray or navy jackets, vests, or weather-appropriate layers can be worn when working outside or in the detail area.
- Safety: Gloves, goggles, or masks must be used when handling chemicals or performing detailing work.
- Management: Detail Management should maintain a professional, clean appearance that reflects leadership and sets the tone for their team.

Janitorial and Maintenance Staff

Employees in janitorial and maintenance roles are responsible for keeping the dealership clean, safe, and operational. Their attire must ensure safety, professionalism, and functionality.

- **Maintenance Staff:**
 - May wear clean, durable work pants or shorts (weather permitting) paired with dealership-approved shirts or uniforms.

- Outerwear: Black, gray or navy jackets, vests, or weather-appropriate layers.
- Closed-toe, non-slip shoes are required; steel-toe shoes are recommended when performing heavy or hazardous work.
- Uniforms or work clothing must be clean and in good condition.
- **Janitorial Staff:**
 - Must wear dealership-provided shirts at all times.
 - Closed-toe, non-slip shoes are required.
 - Uniforms must be clean, presentable, and well-maintained.
- **Grooming & Appearance (Both Roles):**
 - Hair, facial hair, and personal hygiene must be maintained to ensure a professional appearance.
 - Safety gear must be worn as required for tasks or OSHA compliance.

Photographer / Social Media Department

Employees in the Photographer and Social Media roles are responsible for creating visual content that represents the dealership. Their attire must balance professional appearance, safety, and mobility.

- Attire: Shirts should be professional, neat, and dealership-appropriate and may include dealership-branded tops and polos. Shorts are permitted if they are of appropriate length. Pants in neutral colors of black, white, navy, khaki and gray.
- Footwear: Closed-toe shoes are required at all times to ensure safety while moving around vehicles or equipment.
- Outerwear: Black, gray or navy jackets, vests, or weather-appropriate layers.
- Not Permitted: Biker shorts, leggings, excessively casual attire, or clothing that does not provide adequate coverage.
- Presentation: Employees must maintain a clean, professional appearance while on dealership property, particularly when interacting with customers or creating content that may be publicly shared.
- Management / Leadership: Managers or team leads should model professionalism and ensure that all department members follow the dress code.

Administrative, IT, and HR Departments

Employees in administrative and support roles represent the dealership's professionalism behind the scenes. Their appearance should be polished, businesslike, and appropriate for an office environment.

- Attire: Business casual attire is required, including polos, blouses, button-up shirts, slacks, khakis, or professional-length skirts.

- IT Staff: Business casual with flexibility for technical work. Dealership-branded uniform shirts are preferred, so the team is recognizable.
- Footwear: Dress shoes or clean, professional closed-toe shoes. Sandals are allowed; no flip flops. Dress sneakers are allowed if they are low-profile, simple, and structured, looking closer to a casual dress shoe than an athletic sneaker.
- Presentation: Employees must be neat and professional at all times and ready to interact with vendors, employees, or customers.

Enforcement –

- Department managers are responsible for ensuring compliance with this policy.
- Employees not dressed appropriately may be asked to return home to change (without pay for time missed).
- Continued non-compliance may result in progressive disciplinary action, up to and including termination.

Summary

This dress code is designed to maintain a consistent, professional image that reflects the quality and credibility of our dealership. Every employee contributes to the customer experience — appearance is an essential part of that impression.