

# FOR IMMEDIATE RELEASE

## ARKTIK Global Proposes "Redemption" Partnership to Address Ethical Concerns in Automotive Industry

Houston, Texas— 03SEP24 – ARKTIK Global, a faith-driven organization dedicated to empowering individuals and communities through technology and ethical practices, is stepping forward to address growing concerns about ethical lapses within the automotive industry. In response to a recent incident involving customer mistreatment at two prominent dealerships, ARKTIK Global is proposing a "Redemption" partnership to help these dealerships rebuild trust and create a more positive customer experience.

The incident, which involved the misrepresentation of vehicle pricing and the failure to disclose pre-existing repair needs, highlights a broader trend of prioritizing short-term profits over customer satisfaction and ethical business practices within the automotive sector. ARKTIK Global believes that this situation presents an opportunity for a paradigm shift toward a more values-driven approach.

"We believe that every business, especially those operating within a community, should prioritize ethical conduct and genuine customer care," said J Michael F. Morris Executive Director at ARKTIK Global. "Our 'Redemption' partnership offers a path forward for dealerships seeking to rebuild trust and demonstrate a commitment to ethical business practices."

The proposed partnership includes two key elements:

**ARKTIK Mobile Detailing as a Premium Add-on Service:** This premium detailing service will be offered to customers as an add-on to vehicle purchases, providing exceptional care and directly supporting the ARKTIK Initiative, a non-profit organization dedicated to empowering communities through faith and technology.

**Comprehensive Training Program:** This program will equip dealership staff with the knowledge and skills to embrace ARKTIK's values of faith, community, and empowerment. It will focus on improving sales techniques, customer service, and technical expertise, fostering a customer-centric approach.

"This partnership is not just about offering a high-quality service," added Director Morris. "It's about creating a more ethical and sustainable future for the automotive industry, where trust, transparency, and positive impact are paramount."

ARKTIK Global invites the dealerships involved in the recent incident to engage in meaningful dialogue about the "Redemption" partnership. The organization is confident that this initiative can serve as a model for positive change within the automotive industry, creating a more trustworthy and rewarding experience for both customers and dealerships.

About ARKTIK Global:

ARKTIK Global is a faith-driven organization building a platform that empowers individuals and communities through technology and ethical practices. With initiatives like ARKTIK Mobile Detailing, ARKTIK Blockparty, and ARKTIK Initiative, ARKTIK Global is dedicated to creating a future where technology and purpose unite to drive positive change.

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