

These are exciting times at Turtle.  
2023 is our centennial year, and we are using this milestone to truly rethink and advance our role in the Energy industry.

We are refreshing our brand and go-to-market strategy to better reflect who we are today: a strategic energy solutions leader helping our customers with their most challenging design, engineering, and electrification needs. We are also retooling the way we partner to help our customers build smarter and more sustainable ways for communities to live, work and move in the future.

Rethinking Energy Advancing Tomorrow is not a tagline, it's a mission. We have always been a pioneer in diversity. We have doubled down on that to make it a competitive advantage when it comes to new innovative ways to solve customers' mission-critical issues.

“Radical collaboration” is a new company value that we will apply to engage earlier in the design process to work together with partners and stakeholders in mapping industry best practices and co-creating next-generation solutions that unlock and create new value.

Other companies just aren't doing this because they don't have the type of relationships and trust that we have with our customers, or they don't share the same entrepreneurial spirit and family culture that Turtle lives and works every day.



**Jayne Millard**  
Executive Chairman, Turtle

