



Mission and Behaviors

Our Mission

We're building the world's most advanced self-driving vehicles to safely connect people with the places, things, and experiences they care about, and transform the future of transportation.

Our Behaviors

Stay safe

Safety and security are our top priorities. We deploy responsibly. We act with integrity and do what's right, even when nobody's looking.

Own it

We get things done, even if others say it can't be done. We do what we said we'd do. We value the right behaviors and actions as much as the results themselves.

Stay focused

Distractions slow us down. We're proud to say "no," so that when we do say "yes," we can do our best possible work.

Seek truth

We pursue facts, respectfully challenge assumptions, and clearly define objectives. When we disagree, we provide additional context and consider multiple perspectives.

Work together

We work as one team to deliver incredible results. We believe better solutions come from diverse teams and unique perspectives. We win or lose as a team, and we support each other during tough times.

Be humble

Every failure is an opportunity to learn, and every success is an opportunity to be thankful. We constantly strive to make ourselves better.

At Cruise we operate under, and our Mission and Behaviors are aligned with, [GM's code of conduct, Winning with Integrity \(found here\)](#).