



eZINE

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Interested in having Doering speak at an event or to your group?

Our expert staff will gladly speak to your organization, leadership team, group or event on topics such as buy vs. lease, fleet management, maintenance, when to take away driving privileges and best practices.

Click [here](#) to have one of our experts contact you.

DID YOU KNOW DOERING OFFERS:

MANAGED MAINTENANCE PROGRAMS

Institute preventative maintenance schedules and improve vehicle resale value while minimizing maintenance costs utilizing national pricing. Consistently maintain your fleet across locations and drivers. 20% net savings are commonplace.

NATIONWIDE TITLE AND REGISTRATION MANAGEMENT

Issue: # 42

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Dear Adam,

Doering aims to impart a breadth of knowledge, ideas, and paths to execution.

Much more information is available in the website newsletter [archive!](#)

The market is changing. Your needs and circumstances change. Used car values are at all-time highs. Many models are being redesigned and new federal fuel economy and safety regulations are coming into play. Education betters us and ensures our decisions are well-informed! Doering wants to be your fleet advisor.

Mobile Phone Use Triples Crash Risk

Work Truck Magazine

Drivers who use a mobile phone or other hand-held device triple their crash risk, according to a recent study by the Virginia Tech Transportation Institute (VTTI).

The study identified three primary behaviors associated with phone use that took a driver's eyes off the road, including text messaging, internet browsing, and dialing.

Text messaging increased the risk of a crash or near-crash by two times, and resulted in drivers taking their eyes off the road for an average of 23 seconds. Activities associated with completing a phone call such as reading for a mobile device, looking up a contact and dialing the number increased crash risk by three times.

The study found no increased risk from the specific act of talking on the phone.

Safety and Cost Reduction Go Hand in Hand

Automotive Fleet

It seems to be an ongoing theme in the industry today: Fleet management has changed dramatically over the years. Fleet managers are now information managers now managing suppliers, which can make everything much more complex. As it pertains to how fleet managers perform their duties today, perhaps, this is true.

FUEL MANAGEMENT

ACCIDENT
MANAGEMENT

DRIVER TRAINING AND
MOTOR VEHICLE
RECORD TRACKING

AND MUCH MORE!



FUEL MANAGEMENT

Save 10-15% on fuel!

A properly utilized fuel card program can track fuel (grade) usage, monitor MPG, detect and/or prevent driver fraud, and provide an accurate assessment of spending per driver. The program can be customized for your use and consolidates all fuel spend onto one monthly bill.

Drivers have their choice of the cheapest fueling locations and do not drive out of their way to go to a specific branded station because they have a branded fuel card. Fuel cards are not credit cards, further preventing fraud and accidental loss.

The newest feature of the Wright Express Fleet Card let's YOU control how much your drivers fuel, putting your budget back in your hands. You can set a specific dollar amount per transaction and limit fueling to a specific time period. If a driver reaches the pre-selected dollar limit, the pump-as the name says-automatically shuts off*.

Doering Fleet Management offers a comprehensive fuel card

The overall mission of the fleet manager today is no different than it was 50 years ago: to provide drivers with the safest, most cost-effective vehicles possible. Safety is every bit as important a responsibility now as it was then. Best practices in safety management not only meet that responsibility, but achieve cost effectiveness as well.

There are three basic areas where best practices in safety management can be applied:

- * Drivers: Who drives vehicles and how they should drive them.
- * Vehicles: What vehicle types provide the safest alternatives and how they should be maintained to keep them safe.
- * Policy: What policies and processes should be in place to maintain a safe fleet, for both drivers and the vehicles they drive.

All three of these areas are intermeshed in the safety equation. Ensuring that drivers operate their vehicles safely is undermined if the vehicles they drive aren't safe. Unsafe drivers render otherwise safe vehicles dangerous. And, it is fleet policy that ties everything together, provided it is regularly enforced.

Ensuring Safe Drivers

Best practices in driver safety require several steps and ongoing processes:

- * Motor vehicle record (MVR) analysis
- * Ongoing safety training

Analyzing an MVR

The review of driver MVRs is not terribly complicated, but, as previously mentioned, is a critical element of safety best practices. After the initial review during recruitment and new hire, the company should be reviewing all driver MVRs at least twice each year, or as often as budgets and resources permit.

While moving violations, particularly speeding and DUI/DWI, are the most serious, don't ignore the others. Any violation is significant - they violate laws and regulations that can create hazards and, ultimately, are a risk factor that cannot and should not be ignored.

Maintaining Safe Vehicles

Best practices in safety include ensuring vehicles provided to drivers are safe. Some of this is the responsibility of the driver - things like proper preventive maintenance and communicating conditions and problems quickly.

The vehicle selection process begins with finding the right vehicle for the job at hand. If the car or truck can't do the job, everything else is irrelevant. A vehicle that is too small or under-powered will become a safety problem. The next step is proper equipment, for the job and in taking advantage of safety technology that might be available. Some of this technology includes:

- * GPS/telematics solutions: these systems can provide audio directions to allow drivers to know where they are going without having to take their eyes off the road. Telematics solutions can also provide reports to the fleet manager on driving behavior that may not be reflected in an MVR, but are red flags.
- * Lane change alerts: This technology provides the driver with a warning chime when sensors detect a vehicle coming up in an adjacent

program underwritten by Wright Express, the largest fuel card in the nation and most widely accepted. Contact your Doering representative for more information!

Fleet Safety Tip: Driving Near Railroad Crossings

Automotive Fleet

On average, nearly 2,000 Americans are killed or injured at railroad crossings each year. A motorist in a train/vehicle collision is approximately 40 times more likely to die compared to a motorist in a collision between two cars.

Here are some safety tips from Operation Lifesaver, a nonprofit group dedicated to preventing such crashes. You may want to pass this advice along to your fleet drivers as a friendly reminder.

- * Trains and cars don't mix. Never race a train to the crossing.

- * The train you see is closer and faster-moving than you think. If you see a train approaching, wait for it to go by before you proceed across the tracks.

- * Be aware that trains cannot stop quickly. Even if the locomotive engineer sees you, a freight train moving at 55 miles per hour can take a mile or more to stop once the emergency brakes are applied.

- * Never drive around lowered gates - it's illegal and deadly.

- * Don't get trapped on the tracks. Proceed through a highway-rail grade crossing only if you're sure you can completely clear the crossing without stopping.

- * If your vehicle ever stalls on a track with a train coming, get out immediately and move quickly away from the

lane, effectively eliminating the notorious blind spot.

- * Collision mitigation: This new technology consists of sensors that detect obstructions in front of the vehicle, and, if the driver does not brake, the vehicle brakes automatically, which can prevent accidents due to driver distraction.

- * Air bags: Air bag systems have evolved from a single device in the steering wheel to multiple units that protect the driver, as well as passengers, from frontal impacts as well as side collisions.

Combined with more mature technology such as antilock brakes, these new systems make vehicles safer than ever before, and have gone from mere protection to prevention - a substantial leap.

It's a simple formula - a well-maintained vehicle will operate more safely and efficiently than one that is not. Track driver PM, and communicate to drivers the importance of a vigorously applied schedule of preventive maintenance.

Including Safety in Fleet Policy

The third leg of the safety tripod is fleet policy, not just safety policy. There are two items that should be in every company's fleet policy:

- * All drivers, and all passengers, are required to use seat belts at all times.

- * The use of cell phones or mobile communication devices is expressly prohibited while driving.

There should be no exceptions to the first. The second, with Blue Tooth and other hands-free technology, might be eased somewhat, but certainly not the use of a hand-held and dialed phone.

NEW: Feds Offer Online Recall Search Tool

Automotive Fleet

The National Highway Traffic Safety Administration unveiled a new online tool on its website that lets vehicle owners quickly determine whether a specific vehicle has any pending safety recall repairs that need to be scheduled and completed.

Vehicle owners simply enter the vehicle identification number, and the free online search tool lets them know whether that vehicle has an open recall. All major light vehicle and motorcycle brands can be searched.

Additionally, all major light vehicle and motorcycle manufacturers are now required to provide VIN search capability for uncompleted recalls on their own websites. That mandate took effect Aug. 20. The automaker recall information must be updated at least weekly.

To access the search tool, [click here](#).

Tire Safety Myths and Tips

tracks in the direction from which the train is coming. Call 911 for assistance.

* At a multiple track crossing waiting for a train to pass, watch out for a second train on the other tracks, approaching from either direction.

* When you need to cross train tracks, go to a designated crossing, look both ways, and cross the tracks quickly, without stopping.

* Always expect a train. Freight trains do not follow set schedules.



Automotive Fleet

Whether it's the middle of a historic winter blizzard or a scorching, sticky summer day, properly maintained tires keep vehicles on the road and running safely. When it comes to tire safety, though, in addition to the high number of tips out there to help keep the rubber on the road, there are also some myths that can get drivers in a heap of trouble if they are blindly followed.

Myth #1: You can check air pressure by just looking at your tires or kicking the tires. **This method is usually off by 10-20 percent or more.**

Myth #2: A plug-type repair or using flat fixer fluid injected through the valve is OK. **Neither tire companies nor the U.S. Department of Transportation accept this practice, and it will void the tire warranty.**

Myth #3: Re-inflating a tire that has been run more than 10 percent low will make it A-OK.

Myth #4: As long as there is tread design left, the tire is safe to use. **Certain applications do not put a lot of miles on a tire, so the tire rubber can get too old to properly stretch, causing it to crack.**

Myth #5: It is OK to ignore the warning from tire pressure monitor system (TPMS), as you can probably drive for hundreds of miles before service is needed. **As with any vehicle warning system, drivers need to take them seriously - ignoring them could cause damage to the vehicle or possibly an accident.**

Bridgestone Americas, offered a trio of tips to help fleet drivers ride on road-ready rubber:

- * **Inflate:** The most important aspect of tire maintenance is proper tire inflation.
- * **Rotate:** Regular tire rotations also will help prevent irregular and premature wear.
- * **Evaluate:** Routinely look for signs of tread wear or damage. The 'penny test' is a simple way to check tread wear. Place a penny in the tread. If Lincoln's head is visible, the treads are too worn and need replacing.



Trouble budgeting for fleet costs?

WE CAN HELP.

Leasing is fundamentally safer and more flexible than ownership and provides working capital and availability of credit, whether or not it is currently needed. Leasing provides predictable costs.

Doering Leasing Co. and other reputable long standing leasing firms continue to operate with availability to capital for credit-qualified clients in the same method and has been used in the fleet industry for over 70 years. Residual values are set accurately to reflect market conditions.

Ready to Talk about Fleet Management?



\$2242 per car. That is the average savings Doering provided per vehicle in 2013. It's worth your time and attention!

You deserve to understand best practices in fleet management and see the savings and value proposition fleet management provides.

Still thinking? Did we mention - Doering Fleet Management has sold clients' used cars on average 30-40% over popular car valuation tool values. The gains translate to thousands of dollars back to the organizations for mission-based uses.

[CLICK HERE TO CONTACT ADAM BERGER, VP OF SALES!](#)

If this newsletter was useful to you and imparted knowledge and ideas as it was intended to do, it was a success. If it did not, please provide the much-needed feedback.

This eZine provided by Doering Fleet Management.

Please call Adam Berger directly with any questions or to discuss your needs at 262-395-4961. We are advocates of educating -- you and ourselves. We're practitioners offering expertise and service as part of long-term partnerships. We have satisfied clients. If you're not one already, contact us to see if fleet management and/or leasing makes sense for you.

Sincerely,

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