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Subject: eZine - January 2013 - Doering Fleet Management & Doering Leasing Co.

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eZINE

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FUEL MANAGEMENT

Save 10-15% on fuel!

A properly utilized fuel card program can detect and/or prevent driver fraud, track fuel (grade) usage, monitor MPG, and provide an accurate assessment of spending per driver. Some firms use the PIN to bill fuel to job codes. 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 BP or Mobil because you have a branded fuel card. Further, such fuel cards keep credit cards out of the hands of those that don't

Issue: # 36

January 2013

Dear Adam,

Happy New Year!

Focused on the success of your fleet, Doering aims to impart a breadth of knowledge, ideas and paths to execution.

MUCH more information is available on our website in the newsletter archive! We enjoy sharing our expertise and industry information with you.

Education betters us and ensures our decisions are well-informed! Never be lulled by "we have always done it this way".

LET'S GO



Despite U.S. Traffic Deaths up 13.5 Percent in 2012 - Safety Programs are Being Cut

By Michael Bragg, Automotive Fleet

A recent Traffic Safety Facts summary report from the NHTSA anticipates the increase crash severity rate for 2012 may be the highest since 1979.

A statistical projection of traffic fatalities for the first quarter of 2012 shows that an estimated 7,630 people died in motor vehicle traffic crashes. This represents a significant increase of about 13.5 percent as compared to the 6,720 fatalities that were projected to have occurred in the first quarter of 2011.

Several threads on LinkedIn groups are active with concern that companies are cutting safety programs in the face of the difficult economy.

Mike S., Safety Director at a company in the Atlanta area, noted "It's a real world. Safety managers are not hired to run the organization.

It's tough times for nearly everyone, and sometimes cutting safety programs is considered a quick way to reduce overhead. Judging from the recent DOT data, 2012/2013 might be the worst time in recent memory to cut your driver safety programs.

While it's not clear yet what's driving the increased rate, it's clear that your organization should be doing everything possible to help prepare your drivers to operate in an increasingly dangerous work (driving) environment. Accident costs are also up, and can have an even greater impact on your bottom line.

So what are the alternatives to cutting programs?

Instead of cutting or reducing programs, now may be the right time to find a different kind of program, a proactive approach that targets your safety training dollars to the individuals that need it, has a history of proven performance, and returns a strong ROI by reducing the costs and severity of collisions.

Another option is to create an internal training program on the cheap, and aggressively implement it companywide. Done right, this kind of home-grown solution can work.

Whatever you are doing to reduce your fleet risk exposure, now is the time to ramp it up, and not look at it as "fat" that can be cut. Instead, take a look at alternatives, get the entire leadership team on board, and ratchet up communications to drivers to make sure everyone in your organization is working toward a "zero-crash" goal.

2013-MY Ford Fusion Named IIHS Top Safety Pick

Automotive Fleet

The Insurance Institute for Highway Safety (IIHS) named the second generation of Ford's Fusion sedan a Top Safety Pick. The 2013-MY Ford Fusion achieved a Good rating in IIHS' offset frontal impact, side impact,

need them, 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*. This feature helps you better manage your fleet costs by giving you tighter control at Island Card Readers (ICRs).

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

DOE and EPA Release 2013 Fuel Economy Guide

Business Fleet

The U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) have officially released their 2013 Fuel Economy Guide, which provides readers with EPA fuel economy rating information for new vehicles.

According to the agencies, new in the 2013 guide features is a second top 10 list of the most efficient vehicles, separating conventional gasoline and diesel powertrain models from alternative-fuel, plug-in hybrid and all-electric powertrains.

The 2013 Fuel Economy Guide also provides an annual fuel cost estimate for each vehicle using national mileage estimates, mpg ratings and average fuel prices. The online version of the guide allows users to enter their own gasoline price information to receive a personalized fuel cost estimate. The guide also features a greenhouse gas emissions rating for each model.

The current guide is not totally complete, and EPA and DOE said they will update the guide as more models become available.

Winter Driving Safety Tips

- Check your battery, cooling system, windshield wipers and defrosters
- Plan your travel and route
- Make certain your tires are properly inflated
- Keep your gas tank at least half full to avoid gas line freeze-up
- Do not use cruise control when driving on any slippery surface
- Use your seat belt every time you get into your vehicle
- Accelerate and decelerate slowly
- Drive slowly. Everything takes longer on snow-covered roads
- The normal dry pavement following distance of three to

dynamic head restraint, and roof strength testing procedures. This is the highest rating available.

In its announcement, Ford highlighted the new Personal Safety System the sedan features. The Personal Safety System consists of systems that coordinate deployment of the vehicle's front airbags during a collision. The restraint control module translates information from the front crash sensors, front outboard safety belt buckle switches, driver-seat track position, and passenger seat weight sensor into specific actions, activating the safety belt pretensioners and determining how the dual-stage airbags will deploy, for example.

The new Personal Safety System also features changes to the sedan's airbag system. Ford stated it redesigned the seat-mounted side airbags with new venting technology that takes into account the size of the seat's occupant. They also deploy lower in the pelvis area, in addition to the chest. The driver's side front airbag uses a reconfigured curve-shaped tether system that pulls in the lower section of the airbag to lessen the airbag's impact on the driver's chest and ribs in frontal crashes. That airbag deploys at the same time as the driver's knee airbag.

Other available safety features in the 2013 Ford Fusion include the sensor-based Blind Spot Information System (BLIS), Lane Keeping Assist, Lane Keeping Aid, a driver monitoring system, adaptive cruise control, a rear-view camera, front/rear park aids, Hill Start Assist, and an electronic parking brake. Ford also offers an active park assist system that helps drivers parallel park.

Such options will become more and more commonplace over the next five years.

Ready to Talk about Fleet Management?



\$2175 per car. That is the average savings Doering provided per vehicle in 2012. 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% over Manheim Market Report values. The gains translate to thousands of dollars back to the organizations for mission-based uses, not lining the pockets of dealers.

[CLICK HERE TO SPEAK WITH AN EXPERIENCED DOERING FLEET MANAGEMENT REPRESENTATIVE IMMEDIATELY!](#)

2013 Standard Mileage Rates Up 1 Cent per Mile for Business, Medical and Moving

Beginning on Jan. 1, 2013, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 56.5 cents per mile for business miles driven
- 24 cents per mile driven for medical or moving purposes
- 14 cents per mile driven in service of charitable organizations

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for more than four vehicles used simultaneously.

These and other requirements for a taxpayer to use a standard mileage rate to calculate the amount of a deductible business, moving, medical, or charitable expense are in Rev. Proc. 2010-51. Notice 2012-72 contains the standard mileage rates, the amount a taxpayer must use in calculating reductions to basis for depreciation taken under the business standard mileage rate, and the maximum standard automobile cost that a taxpayer may use in computing the allowance under a fixed and variable rate plan.

Non-profit religious organizations should take care to remind those involved in charitable work of the available tax benefits.

Information provided by the Internal Revenue Service and Chortek & Gottschalk.

Toyota's North American Sales Gain 45% in 3Q12

Auto Finance News

Toyota Motor Corp.'s North American sales soared 45% last quarter as its regional operating profit doubled, giving the manufacturer an increase in its 2012 profit outlook.

At the end of the quarter, Toyota's second fiscal quarter, North American sales rose to 598,000 from 413,000 in the same quarter last year, which saw worldwide sales affected by the Japanese earthquake.

Toyota's North American operating profit leapt to 64.9 billion yen, or \$807.1 million, during the third quarter, up from 32.5 billion yen in 3Q12. At 257.9 billion yen, or \$3.2 billion, the company's global net profit more than tripled.

four seconds should be increased to eight to ten seconds

- Know your brakes
- If you become snow-bound, stay with your vehicle. If possible run the engine and heater just long enough to remove the chill and to conserve gasoline.
- Stay home. If you really don't have to go out, don't.

Video: Crash Test of 1959 Bel Air and 2009 Malibu Shows How Far Auto Safety Has Come



The video (click the image above to view it; note the video does not have sound) from the Insurance Institute for Highway Safety (IIHS) goes to show just how far automotive safety technology has come in the last 50 years. IIHS crash tested a 1959 Chevrolet Bel Air with a 2009 Chevrolet Malibu.



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.

Non-Profit Update

According to Charity Navigator, the average nonprofit organization receives 41% of their annual contributions within the last few weeks of December.

In addition, 22% of online giving happens within the last two days of the year. Less than 2% of donations are currently received through online social networking sites. Be sure to keep your fundraising eyes on the ball and communicate the benefits of year-end donations to your donors long in advance, with frequent reminders at year-end. Plan now for a great fundraising campaign in 2013.

With auto demand in the U.S. continuing to bounce back, and Toyota's supply back to normal, the company's North American production increased 42% to 391,000 vehicles, and the robust sales equalized slumping sales in China. Toyota, Japan's largest auto manufacturer, increased its full-year net profit by 2.6%, despite a territorial dispute that cut sales between the two countries in half.

NHTSA Proposes Mandatory Use of Event Data Recorders in Light-Duty Passenger Vehicles

Automotive Fleet

The National Highway Traffic Safety Administration (NHTSA) has proposed a new standard that would mandate that automakers install event data recorders (EDRs) in all light-duty passenger vehicles starting on Sept. 1, 2014. NHTSA estimates that 96% of 2013 model-year passenger vehicles are already equipped with these devices.

The requirement would apply to passenger vehicles that weigh less than 8,500 lbs. and would also mandate that automakers provide a commercially available tool for copying the data from an EDR. The EDR would be treated as the vehicle owner's property and NHTSA would not use or access an EDR without the owner's consent.

NHTSA Proposes New Minimum Sound Requirements for Hybrid and Electric Vehicles

Automotive Fleet

The National Highway Traffic Safety Administration (NHTSA) has proposed that hybrid and electric vehicles emit detectable sound when the vehicle is traveling at speeds slower than 18 mph in order to make pedestrians and others more aware of them.

NHTSA's proposal would mandate that automakers use sounds that meet minimum requirements. It would also require that each vehicle of the same make and model emit the same set of sounds. This change is required by the Pedestrian Safety Enhancement Act of 2010 (PSEA), according to NHTSA.

The agency estimates that if the U.S. Department of Transportation implements this new motor vehicle standard, 2,800 fewer pedestrians and bicyclists would be injured each year over the life of each model-year of hybrid car, truck, van, and low-speed vehicle.

"Our proposal would allow manufacturers the flexibility to design different sounds for different makes and models while still providing an opportunity for pedestrians, bicyclists and the visually impaired to detect and recognize a vehicle and make a decision about whether it is safe to cross the street," said NHTSA Administrator David Strickland.

WEX Says Fuel Prices Start New Year at Highest Average Retail Price Ever

Automotive Fleet

WEX (formerly Wright Express) released their forecast for gasoline and diesel prices for the early part of this year, saying that 2013 is starting off with the highest average retail price ever. WEX said experts are predicting that 2013 will look similar to 2012 in terms of price trends, with prices staying stable but slightly higher in January and then increasing into the spring.

WEX said some experts believe the national average price could surpass \$3.90 per gallon but they don't believe it will pass \$4 per gallon unless there is some kind of significant supply disruption.

Although prices are higher, WEX said demand has been soft, for example during the last 90 days of 2012, and many retail chains are reporting sales off by as much as 10% from their 2007 peak, and off 1-2% from 2012.

Diesel prices are starting the year at \$3.90 per gallon, which is 10 cents over the same period last year. WEX noted that cold weather could push demand for heating oil up and thereby increase diesel fuel prices.

Congress Extends Alternative Fuel and Infrastructure Tax Credits

Automotive Fleet

Congress passed the American Taxpayer Relief Act on Jan. 1, 2013, which provided one-year extensions for several tax credits affecting alternative fuels, including those for compressed natural gas (CNG), liquefied natural gas (LNG), and propane, among others detailed below.

Specifically, this includes the 50-cent per GGE alternative-fuel tax credit for CNG, LNG, and propane, and the \$30,000 infrastructure tax credit. The tax credits are extended until Dec. 31, 2013 and are retroactive for all of 2012.

The amended bill, now called the "American Taxpayer Relief Act of 2012," contains several extensions outlined in Title IV (Energy Tax Extenders) of the bill.

[Click here for additional information.](#)

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 me directly with any questions at 414-431-4320. 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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