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 Subject: eZine - September 2012 - Doering Fleet Management & Doering Leasing Co.
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eZINE

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Upcoming Events

Doering Fleet Management will be at the 2012 RCRI Assembly in October.

Please come and visit us at booth #113.

We look forward to answering any questions you may have regarding fleet management.

Hope to see you there!

DID YOU KNOW DOERING OFFERS:

MANAGED MAINTENANCE PROGRAMS

To minimize maintenance costs by utilizing national pricing, consistently maintain your fleet across locations and drivers, institute preventative maintenance schedules and improve vehicle resale value.

NATIONWIDE TITLE AND REGISTRATION MANAGEMENT

ACCIDENT MANAGEMENT

DRIVER TRAINING AND MOTOR VEHICLE RECORD TRACKING

AND MUCH MORE!

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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

Issue: # 35 **September 2012**

Dear Adam,

Focused on the success of your fleet, small or large, 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, knowledge and industry information with you.

Education better us and ensures our decisions are well-informed!

LET'S GO



2013 Models and Fleet Strategy

Most every 2013 model year vehicle has been released and all are available for factory ordering.

It is widely known in the fleet management industry that well-timed acquisitions and dispositions can reduce vehicle expenses by over 20%! That's not 20% off your organization's photocopy paper bill, but 20% off the cost of your fleet vehicles by implementing sound fleet strategies and executing on them consistently.

In addition, ongoing and preventative maintenance service costs may be reduced by approximately the same figure.

AVERAGE NATIONAL ACCOUNT SAVINGS

Service Description	Average Dealer/Ind Cost	Average National Account Cost	National Account Savings	National Account Savings (%)
Lube / Oil & Filter	\$42.08	\$29.95	-\$12.13	29%
Transmission Service	\$184.61	\$99.95	-\$84.66	46%
Thrust Alignment	\$89.89	\$69.99	-\$19.90	22%
4-wheel Alignment	\$101.96	\$69.99	-\$31.97	31%
Cooling Syst. Service	\$130.59	\$89.99	-\$40.60	31%
Tire Rotation	\$24.56	\$14.00	-\$10.56	43%
Front Disc Brakes	\$258.15	\$159.99	-\$98.16	38%
Rear Disc Brakes	\$272.38	\$169.99	-\$102.39	38%
Rear Drum Brakes	\$253.61	\$149.99	-\$103.62	41%
Brake Inspection	\$39.42	\$14.99	-\$24.43	62%
Wiper Blades	\$51.67	\$29.98	-\$21.69	42%
Total	\$1,448.92	\$898.81	-\$550.11	38%

For a list of shops that are the lowest cost providers under the Doering Maintenance Management Plan click [here](#).

the hands of those that don't need them, further preventing fraud and accidental loss.

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!



Buy Energy Credits to Offset Fleet Emissions

Use the following to calculate fleet greenhouse gas emissions.

<http://business.edf.org/projects/fleet-vehicles/fleet-calculator>

Then use Terra Pass to buy verified greenhouse gas offsets that provide a practical way to offset fleet emissions when your other options are limited. You are buying contracts that invest money in projects that remove carbon dioxide from the atmosphere. It's far less expensive than trying to turn your entire fleet into plug-in vehicles in short order. It affords you the time and financial prudence to implement a transition plan to an eco-friendly fleet model.

<http://www.terrapass.com/>

Interested in having Doering speak at an event?

Our expert staff will gladly speak to your organization, group or event.

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

Obama Administration Finalizes 54.5 MPG 2025 Fuel Economy Standards

Automotive Fleet

The Obama Administration announced it has finalized Corporate Average Fuel Economy (CAFE) standards up through model-year 2025. The new rule sets the standard to 54.5 miles per gallon for the 2025 model-year. The Administration stated that these standards, when combined with the previous standards set for model-years 2011 - 2016 will nearly double the fuel efficiency of vehicles for MY-2025 when compared with those currently on the road. The 2016 standard is 35.5 mpg, according to the National Highway Traffic Safety Administration (NHTSA).

President Obama originally announced the proposed standards in July 2011. A total of 13 automakers have announced their support for the standards, according to the Administration. A number of automakers were involved in the negotiations, including Ford, GM, Chrysler, BMW, Honda, Hyundai, Jaguar/Land Rover, Kia, Mazda, Mitsubishi, Nissan, Toyota, and Volvo. Other stakeholders in the process included the United Auto Workers and the State of California. Federal agencies involved in the process include NHTSA and the Environmental Protection Agency.

The 2017 - 2025 CAFE standards haven't met with universal approval, and have faced opposition from the U.S. House of Representatives, specifically the House Oversight Committee. That Committee has issued a

Fleet Management Update - Life With Aging Fleet Drivers

Religious and non-profit organizations often struggle with the appropriate way to handle aging drivers. Some use a three strikes policy while others take a more proactive safety training approach. The best advice is to establish a written policy and execute it consistently. If weakness is shown and exceptions are made, the program will fail in the eyes of many of the participants and resentment may result.

Doering Fleet Management's previous newsletters have addressed topics such as age-based driver testing AND incident-based testing (car accident, surgery, epileptic episode, or peer report). This article will address other such options.

Know your transportation alternatives

The more alternatives drivers are given to driving, the easier the adjustment will be. Make sure that drivers get out not only for essentials like doctor's appointments, but also social visits and enrichment. Feeling housebound can quickly lead to depression.

This may also be a time to evaluate living arrangements as the triggers that effect driving privileges are sometimes linked to living arrangements. If you are isolated and there are little transportation options in the area, drivers may want to consider moving to an area with more options, or investigate senior living options.

Is Eyesight Affecting Driving?

The Vision Council has found that many older Americans ignore the need for eye exams. Nearly half of today's seniors have never had a dilated eye exam. Worse, vision screening requirements for elderly drivers are lax in many states.

Following these steps can help maintain healthy eyes and clear vision, along with a good driving record:

1. Have eyes examined annually.
2. Consider wearing special eyeglasses.
3. Reduce speed when driving at night.
4. Seek the best care for age-related disease

Older Drivers Have Fewer Crashes Overall, But More Crashes in Certain Situations

Although elderly drivers have fewer accidents overall than younger drivers, they do have higher crash rates in certain non-problematic situations, such as at intersections, says a new study. They tend to avoid risky behavior such as speeding, passing dangerously and driving while intoxicated. When they do crash, older drivers tend to have more serious injuries than others, but the researchers did not find that age contributed to fatal accidents. And while elderly crash rates have increased in past decades, they are lower than rates for drivers 20 or younger.

Adjusting to life without driving

Adjusting to life without a car may be challenging at first. Most likely, drivers who have been driving their whole life have quite a shock. It's normal to see them frustrated, angry, or irritable. They might even feel ashamed or worry that they are losing independence. However, it takes a lot of courage to stop driving and put the safety of yourself and others first.

In Defense of Older Drivers

An 80-year old academic takes on critics of seniors who continue to drive: 'Unlike younger drivers, older drivers are a danger mainly to themselves,' he says.

At 80, Ezra Hauer finds it more difficult to drive at night, so he tries to avoid it. He does not, however, want to give up on driving altogether or to pass a regular battery of tests at the government's request.

According to the statistics presented in Hauer's paper, the only groups of people to have more than 10 crashes for every million miles they drive are people ages 16 to 19 and those 82 and older. People in their 30s, 40s, and 50s tend to have half as many accidents. When you look at fatalities, though, older drivers suffer five, six and seven times as much as their middle-aged counterparts, depending on how you slice the age groups.

Hauer chalks up the higher fatality figures not so much to worse driving but rather to the fact that older people are more likely to die in a crash because they're frailer than the rest of the population. Seniors also tend to do most of their driving close to home, rather than on safer freeways, which skews the number of crashes per mile higher.

Hauer based his findings on years of data collected on U.S. traffic accidents. Researchers have long used the same figures to show that people in their 70s and 80s tend to have similar driving statistics to

number of reports critical of the Administration's process for developing the new standards. A recent report from the Committee stated the new standards will raise the cost of purchasing vehicles and reduce vehicle safety.

Although NHTSA and EPA agree that there will be an increase in the acquisition cost of new vehicles, they disagree that the new standards mean vehicle safety will be compromised. The CAFE standards issued by the Administration provide for a mid-term evaluation to allow federal agencies to review the standards' effectiveness and make adjustments.

The Administration claims the standards will provide a number of economic benefits, including average fuel savings of more than \$8,000 by 2025 over the lifetime of a given vehicle. In addition, for those purchasing a model-year 2025 vehicle, the Administration claims net savings will be comparable to reducing the price of gasoline by roughly \$1 per gallon. Lastly, the Administration claims the new standards will save a total of 12 billion barrels of oil and reduce U.S. oil consumption by more than 2 million barrels per day by 2025.

Older drivers: 7 tips for driver safety

By Mayo Clinic Staff

Driving can sometimes be challenging for older adults. Follow these safety tips for older drivers, from taking good care of yourself to planning ahead and updating your skills.

Driver safety requires more than understanding road signs and traffic laws. As you get older, you'll likely notice physical changes that can make certain actions - such as turning your head to look for oncoming traffic or driving at night - more challenging. Still, older drivers can remain safe on the road. Consider seven tips for older drivers.

No. 1: Stay physically active

Staying physically active improves your strength and flexibility. In turn, physical activity can improve driver safety by making it easier to turn the steering wheel, look over your shoulder and make other movements while driving and parking. Look for ways to include physical activity in your daily routine. Walking is a great choice for many people. Stretching and strength training exercises are helpful for older drivers, too. If you've been sedentary, get your doctor's OK before increasing your activity level.

No. 2: Schedule regular vision and hearing tests

Senses such as hearing and vision tend to decline with age. Impaired hearing can be a concern for older drivers by limiting the ability to hear an approaching emergency vehicle or train. And common age-related vision problems - such as cataracts, glaucoma and macular degeneration - can make it difficult to see clearly or drive at night.

No. 3: Manage any chronic conditions

Work with your doctor to manage any chronic conditions - especially those that might impact driver safety, such as diabetes or

reckless teenagers. But Hauer points out that when fatal crashes involving seniors occur, it is usually the senior who dies -- and not the other party.

Regulations vary, but older drivers in some states must now pass medical tests, renew more frequently and take other tests to keep their licenses. Older drivers, like anyone else, simply adjust their driving to their abilities and road conditions, Hauer says. They drive slower, drive more during the daytime and don't drink and drive. He adds that when you normalize driving patterns of younger drivers to those of seniors, "Older drivers have a somewhat higher accident rate but not a dramatically higher rate."

Information obtained from USA Today and MayoClinic.com

Ready to Talk about Fleet Management?



\$2140 per car. We're talking about a lot more than pennies! That is the average savings Doering provides per vehicle. It's worth your time and attention.

You deserve to do the research, understand best practices in fleet management, and see the substantial savings and value proposition fleet management provides from the industry experts!

Still thinking? Did we mention - Doering Fleet Management has saved the average organization an estimated \$2140 per vehicle in 2011 in addition to all other services and value provided! Doering's used car remarketing prices were on average 30% over Manheim Market Report values. Using dealer trade-in values would make for an even more dramatic comparison.

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

Keeping Your Fleet Safe from Theft - Are You Doing Enough to Keep Your Fleet Secure?

Fleet Blogs, By Elisa Durand

Vehicle theft is a living nightmare for fleet managers: the company loses valuable assets, the driver is out of commission while deprived of a vehicle or equipment, and if it is possible to recover the vehicle and its contents, the process is often lengthy and arduous. The wisest course of action is to take the proper precautions to ensure the theft doesn't occur at all.

A recent Automotive Fleet [article](#) highlighted various areas where a fleet's security may need to be strengthened, or steps that should be put in place in cases where a security plan may not exist at all. From isolated crimes of opportunity (i.e. "smash-and-grab" incidents) to the theft of an entire fleet, fleet managers need to be aware and prepared when it comes to protecting property, and knowledge of the problem is a reliable first line of defense. With the proper knowledge, the most economical course of action can be implemented accordingly.

Common sense is the cheapest and generally sufficiently effective option. When leaving vehicles unattended, always take the keys out of the vehicle (DON'T hide them in the vehicle; career thieves know where to look for them) and roll the windows up. Always park in a well-lit, secure, or attended area when leaving the vehicle alone for long periods. A dark, out-of-the-way parking spot makes the thief's job easier.

Of course, common sense only goes so far. Smash-and-grab is among the most common form of car theft, so it's best to start from the ground up and dissuade thieves by using window tinting and vehicle caging. It's also a good idea to remove valuables when possible, use heavy-duty locks and toolboxes to keep equipment safe, and brand/document all pieces of equipment to aid recovery efforts. In a few of my recent posts, I highlighted the pros and cons of telematics systems, and they can certainly be used in this capacity. Telematics systems can be extremely effective when tracking a stolen vehicle, assuming the criminal isn't knowledgeable enough to disable it him/herself. Keep it clandestine.

Branding is also important; don't put the physical address of a location with multiple units on the vehicle, since it's an invitation to raid multiple vehicles. Also, whether they are being stored in a company parking lot or a home driveway, make sure the vehicle is locked and secure. For a parking lot, this may mean using physical barriers, lights, and private security.

Automotive Fleet also recently ran an [article](#) that highlighted the 10 hotspots for car theft in 2011. The crime rate decreased in the lower six

seizures. Follow your doctor's instructions for managing your condition and staying safe behind the wheel. This might include adjusting your treatment plan or restricting your driving.

Of course, it's equally important to know your medications. Many drugs can affect driver safety even when you're feeling fine. Read your medication labels so that you know what to expect from each one. Don't drive if you've taken medication that causes drowsiness or dizziness. If you're concerned about side effects or the impact on driver safety, consult your doctor.

No. 4: Understand your limitations

Consider your physical limitations and make any necessary adjustments. For example, if your hands hurt when gripping the steering wheel, use a steering wheel cover that makes holding and turning the wheel more comfortable. You might ask your doctor for a referral to an occupational therapist who can offer assistive devices to help you drive or suggest specific exercises to help you overcome your limitations.

You might also adjust your vehicle or choose a different vehicle to better meet your needs. For example, many older drivers find it easier to step into and out of a bigger car. Vehicles that feature larger, easier-to-read dials on the dashboard are often popular with older drivers. Features such as large mirrors and power windows and door locks can be helpful, too.

No. 5: Drive under optimal conditions

You can improve driver safety by driving during the daytime in good weather on quiet roads and in familiar areas. Plan your route to avoid rush-hour traffic. Delay your trip if the visibility is poor. Check road conditions to make sure you're in optimal condition to drive. Don't drive if you're tired or angry - and never drive after drinking alcohol.

No. 6: Plan ahead

When you get in your vehicle, be prepared to drive. Plan your route ahead of time so that you don't find yourself trying to read a map or printed directions while driving. If you use a GPS device, enter your destination before you start driving. If necessary, call ahead for directions or major landmarks such as water towers, schools or other prominent buildings. While you're driving, don't do anything that takes your focus from the road - such as eating, using a cell phone or adjusting the radio.

No. 7: Update your driving skills

Considering a refresher course for older drivers. Updating your driving skills might even earn you a discount on your car insurance, depending on your policy. Look for courses through a community education program or local organizations that serve older adults.

In addition, now when it's time to consider other alternatives, if you become confused while you're driving or you're concerned about your ability to drive safely - or loved ones or others have expressed concern - it might be best to stop driving. Consider taking the bus, using a van service, hiring a driver or taking advantage of other local transportation options. Giving up your car doesn't need to end your independence. Instead,

cities on the list, but the top four cities - Fresno, CA, Modesto, CA, Merced, CA and Spokane, WA - experienced an increase in rates. While it is impossible to predict the actions of thieves, the data speaks for itself with regard to where concentrations of thieves are located. If your fleet has vehicles in any of these areas or another area which faces similar problems, be sure to put forth the extra effort to ensure that you don't lose any company property to criminals.

Is Your Fleet Aging?

Fleet Blogs, By Steve Fowler

You may have seen the data that came out the first of the year from J.D. Power & Co. that the average age of passenger cars and light trucks in this country is at an all-time high of around 11.1 years old. On the truck side, the average age is now 10.3 years old, this is up more than 2 years since 1999. One thing that strikes me is that this is the average, so some are obviously older. I have tried to find out their definition of average - whether this is a median or mean number and I am just assuming it is the mean.

Whether way, it is clear that both people in general and commercial fleets are keeping their vehicles on the road a lot longer. I have to believe that some of this is simple because the aging vehicles better than in the past - contrary to my brother's adage that the don't make them the way they use to - with newer vehicles having 100,000 miles on the odometer, simple means it is time for a tune up, not an engine transplant.

Unfortunately, this a lot of it is also economy based and this seems to be proven out by the numbers. At the end of 2011 and into this year, it is reported that many commercial fleets have been taking advantage of the high resale on their used vehicles and the somewhat recovering economy to purchase new vehicles, slowing the aging process.

Like many folks, I have always balanced the cost of upkeep with the cost of replacing a vehicle. I am not saying this is always a planned event with careful analysis as most of the time this thought hits my brain when a major maintenance event is due or needed because something broke down. With new drive-train technology, I am finding this to happen a lot less and vehicles simple seem to be a lot more dependable even when they are a decade old. Interestingly, an article in Automotive Fleet states that maintenance costs didn't rise last year even though the cost of some basic services like an oil change did increase.

I continue to hear from people that really believe the old myth that the manufacturers could make a car last forever but they choose not to in order to protect their future sales. While we've seen a long way from the perpetual vehicle, we are definitely seeing better quality and longer life from our vehicles.

Black Book Finds Fuel-Efficient Vehicle Values Falling More Than Those of Large SUVs

Automotive Fleet News, By Greg Basich

Although gas prices have been increasing lately, the resale values of vehicles in the fuel-efficient car segments have lost more value than those in the large truck segments according to a new report from J.D. Power & Co. Automotive Fleet wanted to know more about what was causing the shift and spoke with J.D. Power's Managing Director for J.D. Power to find out.

To start, the Compact Car, Compact Crossover and Entry-Level Car segments as recorded by J.D. Power saw falling resale values of .1, 2.6 and 2.1, respectively, since mid-July. The Luxury SUV, Full-Size Pickup and Full-Size SUV segments on the other hand, have only fallen by 1.9, 1.1 and 1.1, respectively, during that same period.

J.D. Power said he believes the functionality of utility vehicles and the necessity of pickup trucks to many businesses' operations is keeping those segments higher. **He also said the number of pickup trucks in the market is lower and more reflective of actual demand than in years past.**

As for the effect of gas prices on different vehicle segment resale values, J.D. Power said there needs to be a larger, sustained shift in prices for this to occur. When asked about whether resale values either lag behind or match gas price changes, J.D. Power explained that if the increase in prices is large and sustained enough, then the track is fairly close. If not, then gas prices don't affect resale values much. He said in the short term, prices need to stay above and over the long run, he cites gas as a price that could cause a larger shift. He also attributes the wide swings in fuel prices this year to resale values not being affected as much by recent gas price increases.

J.D. Power did note there are some regional differences in terms of interest in vehicle types. For example, states on the West Coast that are experiencing high gas prices due to recent supply concerns.

Overall, J.D. Power said he believes the market will continue in the same direction that it's been moving, a slow, steady decline through the end of the year barring anything unforeseen happening in the automotive marketplace or with fuel prices.

consider it a way to keep yourself and others safe on the road.

U.S. DOT and UMTRI Launch Connected Vehicle Safety Pilot Program

Automotive Fleet News

The University of Michigan Transportation Research Institute (UMTRI) has officially launched its Connected Vehicle Safety Pilot Program, which will test vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) safety technology applications in Ann Arbor, Michigan.

UMTRI received \$14.9 million contract from the U.S. Department of Transportation (DOT) for the program, which will involve testing a total of 2,850 vehicles during a 30-month period. The program is designed to test whether wireless V2V and V2I communications technologies can help prevent collisions.

Vehicles in the test will include passenger cars, trucks, commercial trucks, and transit buses. UMTRI and its program partners will outfit the vehicles with integrated, retrofit, and aftermarket V2V and V2I communications devices. The actual vehicle testing period will last for 12 months out of the 30 for the program.

The technologies involved will send and receive electronic data and translate that data into warnings to drivers involved in the project. The systems in the vehicles will warn drivers of dangerous traffic scenarios, such as a potential collision at a blind intersection, colliding into a vehicle that has stopped up ahead, or a vehicle changing lanes while in another vehicle's blind spot.

The DOT and NHTSA will use the data generated from the Safety Pilot Program to inform future decisions about safety technologies and are designed to be used by the broader transportation industry to develop new safety, mobility, and environmental applications utilizing wireless technologies.

Automakers involved in the project include Ford Motor Company, General Motors LLC., Honda R&D Americas, Inc., Hyundai-Kia America Technical Center, Inc., Mercedes-Benz Research and Development North America, Inc., Nissan Technical Center North America, Inc., Toyota Motor Engineering & Manufacturing North America, Inc. and Volkswagen Group of America.



How do you budget for fleet costs?

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Ford Estimates 95 MPGe for 2013 C-MAX Energi



Green Fleet

Ford Motor Co. reported estimated fuel economy and range figures for the plug-in hybrid of its new C-MAX, the C-MAX Energi. The automaker said it expects its C-MAX Energi plug-in hybrid will get 95 MPGe [MPGe is a US EPA calculation that allows for the fuel economy comparison of traditional internal combustion engines versus the fuel economy of an electric vehicle, alternative energy vehicles and other advanced technology] combined city/highway fuel economy, 550 miles of overall range, and 20 miles of electric-only range.

Ford said the C-MAX Energi starts at a base MSRP of \$33,745, but that after a federal tax credit of \$3,750, the vehicle's base price will be \$29,995. The automaker said the cost of its new hybrid system is 30-percent less than its previous system. In addition, Ford stated it developed the hybrid battery system, hybrid transmission system, and software for the vehicle in-house.

The C-MAX Energi comes equipped with a 2.0L four-cylinder engine. Overall, Ford projects 188 hp for the total system's horsepower. The vehicle uses lithium-ion batteries as part of the hybrid system rather than the nickel-metal hydride batteries in the automaker's first generation of hybrids.

The vehicle also offers Ford's SmartGauge with EcoGuide, which shows current fuel economy on one of two 4.2-inch LCD screens. Green leaves show the vehicle's overall driving efficiency on the right cluster. The left cluster shows the Brake Coach display, a feature that helps a driver optimize use of the regenerative braking system.

Ford is also offering the MyFord Mobile smartphone application, designed to work with the C-MAX Energi, that allows users to monitor vehicle charging, receive alerts, find charging stations, and make trip-related plans.

The automaker is building the C-MAX Energi at its Michigan Assembly Plant, on the same line as its C-MAX Hybrid, Focus, Focus Electric, and Focus ST.

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 Leasing Co. and Doering Fleet Management.

Please call me directly with any questions at 414-431-4320. We are advocates of educating -- you and ourselves. We are advocates of logical reasoning and diligent work. 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,

Adam Berger
 Vice President of Sales
 Doering Leasing Co.
 Doering Fleet Management
 414.431.4320
 adam@doeringleasing.com

Many articles or content thereof are from various industry sources. The information is intended to be advisory in nature, but should not be relied upon without proper guidance, consultation and advice, both from a fleet manager and an accountant, as needed.

accurate to reflect market conditions.

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