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Subject: eZine - April 2012 - Doering Fleet Management & Doering Leasing Co.
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DOERING FLEET MANAGEMENT

eZINE

Join Us!

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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 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!

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

Issue: # 32 **April 2012**

Dear Adam,

WELCOME

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

HOLD ON TIGHT

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

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

LET'S GO

Nissan Says Future of Vehicle Safety Lies in Vehicle-to-Vehicle Communications Technology

Automotive News

Nissan posted a video interview with Bob Yakushi, director of product safety, environmental, for Nissan North America, where he discusses the automaker's vision of current and future automotive safety technologies. One of the key technology areas he cites as having accident mitigation potential is vehicle-to-vehicle communication. You can watch the full video here.

Here's a quick excerpt from the interview of what he discusses:

"How can we do that? Well, how about cars talking to cars, vehicle-to-vehicle communications," he said. "As we move in that direction, ultimately this type of communication between vehicles can help mitigate and reduce the risk of injury. We are working pre-competitively with other OEMs to develop a vehicle-to-vehicle, or vehicle-to-infrastructure type communication system to help go toward that zero accident vision that Nissan has."

"For the last 25 years we've been focused on passive safety - our zone body construction, multiple airbags to help mitigate and reduce injuries in the event of a crash," Yakushi said. "Where we are headed now is how to try to avoid the risk of a crash. So, in that area we have looked at vehicle dynamic control, many of the advanced technologies, such as forward collision warning, blind spot warning, lane departure warning, rear collision intervention. But, ultimately what we want to do is be very predictive."

Report Shows Top 10 Vehicles with Highest Fuel-Economy Gains between 2008 and 2012

Business Fleet

A new report from Edmunds.com shows the brands and vehicles that achieved the largest fuel-economy gains, on a percentage basis, between 2008 and 2012.

According to Edmunds, the Audi A3 has achieved the greatest increase in fuel economy since 2008, more than any other vehicle on the U.S. market. The A3's fuel economy increased 38.5%, from 21.0 mpg in its 2008 model-year, to 29.1 mpg in its 2012 model-year.

New car registration data shows that the nationwide market share of four-cylinder vehicles has risen to 44.4% as of December 2011, up from

ACCIDENT MANAGEMENT

DRIVER TRAINING AND MOTOR VEHICLE RECORD TRACKING

AND MUCH MORE!

Interested in having Doering speak at an event?

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

Click here to have one of our experts contact you.

NON-PROFIT FLEET MANAGEMENT UPDATE

Everyone needs a champion behind them, sometimes one, sometimes many. Doering engages each non-profit organization fully - advising, working in the best interests of, being brutally honest with and supportive of everything "fleet" and often quite a bit more.

The intention is to focus on core competencies.

Sometimes your champion must turn you around and tell you "you're fighting the wrong battle - the bigger issue is that-a-way." There is a monumental opportunity cost to your time spent on non-core projects in lieu of key financial responsibilities. Chief Financial Officers, Treasurers, and Controllers should employ their time in the most effective ways possible.

THIS MONTH REMEMBER:

"A proper sea captain by the proper setting of his sails and the tacking of his ship, can move against the wind almost as well as with it."

This is to say that proper fleet management is a series of good decisions, not just one. With such choices and a cohesive strategy, the necessary costs and burden of having a fleet can be significantly offset though the following:

Organization
Planning
Procedures
Partners

Doering gets calls regularly from for-profit and non-profits alike that struggle to focus any time on a regular basis on their fleet. The result is a fleet inconsistently cycled, maintained, and often some very rash decisions are made in the meantime about maintenance.

AT&T Labs Develops Steering Wheel That Provides Navigation Via Haptic Feedback

Automotive Fleet

36.7% in 2008. The overall increase in fuel economy for the auto industry during that period is 16.4%, according to Edmunds.

Top 10 Vehicles with Biggest Jumps in Fuel Economy — 2008 to 2012

Rank	Make	Model	2012 MPG	2008 MPG	Improvement
1	Audi	A3	29.1	21.0	38.5%
2	Chevrolet	Equinox	25.1	19.0	32.0%
3	Kia	Sorento	22.2	17.0	30.4%
4	Dodge	Challenger	19.5	15.0	30.3%
5	Mercedes-Benz	SLK-Class	23.0	17.9	28.3%
6	Ford	Explorer	19.5	15.4	27.0%
7	Hyundai	Sonata	27.7	22.0	25.8%
8	Porsche	Cayenne	18.3	14.7	24.8%
9	Buick	LaCrosse	26.0	20.9	24.1%
10	Volkswagen	Passat	27.0	21.8	23.7%
	INDUSTRY		**24.5**	**21.0**	**16.4%**

Used Compact Car and Hybrid Values Heading Upward

Business Fleet

Kelley Blue Book (KBB) said in a new report that used compact car and hybrid values are on the rise, having moved up rapidly in late February. KBB stated that although values of compacts only increased 0.4% for most of February, during the last week of that month their values jumped 1.3%. Hybrid values increased even more substantially, increasing 3.6% during the last week of February.

KBB stated that in 2011, fuel-efficient vehicle values hit record levels when gas prices approached $4 per gallon, and if prices continue to rise, the company expects to see a similar trend this year and for values to increase within the next 30 to 60 days.

U.S. DOT Issues New Distracted Driving Guidelines for In-Vehicle Technologies

Business Fleet

During a press conference, the U.S. Secretary of Transportation Ray Lahood, and the National Transportation Safety Administration's (NHTSA) Administrator David Strickland, presented new proposed guidelines designed to encourage automakers to limit the risk of driver distraction when using communications, navigation, and entertainment technologies built into vehicles.

The first phase of the guidelines include recommendations to do the following:

- Reduce the complexity of in-vehicle devices, and the amount of time it takes to use those devices
- To limit system operations to require only one hand
- To limit the time required to glance at a device to no more than 2 seconds
- To limit the amount of unnecessary visual information in the driver's field of view
- To limit the number of manual inputs needed to operate a device

In addition, the guidelines suggest that automakers disable certain functions while the vehicle is in motion, specifically text messaging, Internet browsing, social media use, entering navigation system addresses, entering phone numbers for dialing, and displaying more than 30 characters of text unrelated to the driving task.

The DOT said it didn't consider systems that help drivers avoid accidents (forward collision avoidance systems or lane-departure alerts) to be distracting. For navigation, Strickland said pre-programming destinations is one way to avoid distraction, and that receiving directions from GPS-enabled navigation systems is safer than the old method of using paper maps while driving.

Overall, the National Highway Traffic Safety Administration (NHTSA) stated it's considering future sets of guidelines that would address devices brought into a vehicle (smart phones, tablets, etc.) and voice-activated device and system controls.

The new guidelines are now open to a public comment period of 60 days, inviting feedback from the public, automakers, and other interest groups.

Ready to Talk about Fleet Management Yet?

AT&T Labs has developed a new type of steering wheel that uses vibration patterns to deliver navigation information to drivers, according to the MIT Technology Review. The prototype steering wheel uses a vibration pattern to indicate navigation instructions (such as "turn right") without distracting the driver visually or with auditory signals.

According to the article, a study of test subjects using the steering wheel while driving found that it reduced their level of inattentiveness, i.e. the amount of time the driver's eyes weren't on the road. Technologies such as this could eventually make their way into vehicles, but the article said it could take several years.

You can read the full article here.

DOERING FLEET MANAGEMENT

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 Fleet Management 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.

Fuel Efficiency Tips

Avoiding jack-rabbit starts and sudden stops can save you 15% of your fuel cost.

Look 15-20 seconds ahead on the road. If a light is red or turning red, slow down and coast to the light.

Idling and long warm-ups use significant fuel in a gas engine, less so in diesel engines. Avoid idling and long warm-ups. Manufacturers agree warming up a vehicle before driving it is unnecessary.

$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!

MIT Study Says Electric Trucks Can Save Fleets Money

Work Truck

Using electric vehicles (EVs) can markedly lower the costs of a fleet of delivery trucks, according to a new Massachusetts Institute of Technology (MIT) study. The study shows that EVs are not just environmentally friendly, but also have a potential economic upside for many kinds of businesses.

Using data collected by the international office supplier Staples, as well as ISO New England, the nonprofit firm that runs New England's electric power grid, researchers at MIT's Center for Transportation and Logistics (CTL) found that EVs can cost 9-12% less to operate than trucks powered by diesel engines, when used to make deliveries on an everyday basis in big cities.

Using that data, the researchers modeled the costs for a fleet of 250 delivery trucks, and examined alternate scenarios in which the whole fleet used one of three kinds of motors: purely electric engines, hybrid gas-electric engines, and conventional diesel engines.

Based on the Staples data, the researchers modeled what would happen if diesel gasoline cost $4 per gallon. Trucks with internal-combustion engines averaged 10.14 miles per gallon, compared to 11.56 mpg for hybrid trucks, while the electric-only trucks averaged 0.8 kilowatt-hours per mile. Staples currently operates 53 all-electric trucks, manufactured by Mo.-based Smith Electric Vehicles, in use in several American cities.

The study added one new component to the projections often made by industry fleet managers: The researchers looked at what would happen if the fleets of trucks were part of a vehicle-to-grid (V2G) system in which their batteries could be plugged into the electricity grid for 12 hours overnight, as an additional resource for providing reliable electricity to consumers. In such a setup, truck owners would be paid by utility firms for the power services they provide. V2G systems are currently being tested by multiple utility companies.

After running the numbers for various scenarios in which trucks are parked at slightly different times overnight, the MIT team found that businesses could earn roughly $900 to $1,400 per truck per year in V2G revenues in current energy markets, representing a reduction of 7-11% in vehicle operating costs. Firms would also save money on fuel, and on maintenance, because electric trucks induce less wear and tear on brakes.

All told, the operational cost per mile - the basic metric all fleet managers use - would drop from 75 cents per mile to 68 cents per mile when V2G-enabled electric trucks are substituted for internal-combustion trucks, based on the MIT findings.

Ford's All-New Transit Van to Offer Diesel Engine Choice

Automotive Fleet

Ford announced it's adding a diesel engine choice to its new 2013-MY Transit cargo and passenger van models, in addition to the 3.5L EcoBoost V-6 engine mentioned previously. The automaker reiterated that the all-new Transit will get 25% better fuel economy performance compared with the company's E-Series vans. Weight savings of 300 lbs., compared with the E-Series, are also contributing to better fuel economy.

Even with the introduction of the new Transit van to the U.S. market, Ford said it recognizes the value of its E-Seris of vans to its customers. The automaker said certain E-Series bodystyles will be available through most of the decade in North America.

Overall, Ford said it plans to provide customers with a range of fuel-efficient engines and alternative-fuel technologies, including EcoBoost, hybrid, plug-in hybrid, battery-electric, biodiesel, and CNG/LPG.

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,

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