

DOERING LEASING CO.

It is already December of 2010.

Happy Holidays! Doering wishes you a fabulous 2011!

Issue: 26

We look forward to continuing to provide great information, advice and services to you in the new year. The auto business is making major leaps forward and we're here to keep you in the front row, not in the bleachers. Inside you'll find great information on the auto industry, personal and fleet vehicle news, and nuggets of valuable information! Get comfortable -- there is a lot to learn and we love to share our knowledge and insights!

The intent is to help you manage your fleet better, with a focus on analytics and a logical analysis of what you are doing, why and what you should be doing better.



Do you believe the retail car business is up 30% year-to-date? Read more below!

SEE THE TABLE OF CONTENTS TO THE RIGHT TO SELECT ARTICLES OF INTEREST TO YOU

Doering Fleet Management - Green Fleet Specialists - New/Used Vehicles - Nationwide Delivery - Sale-and-Leaseback Experts - Fuel Card Management - Managed Maintenance Program - Accident Management, For-Profit, Non-Profit, and Municipal/Government Experts



Greetings!

Doering Fleet Management. welcomes our clients and future clients alike! We appreciate your time, attention and business greatly. We are focused on your success, longevity, and the complete satisfaction of your fleet needs.



SELL SELL SELL - OLD VEHICLES - Now is a great time to shed unutilized and underutilized vehicles. The used market is incredibly strong and values remain high. SELL! Used vehicles that sit idle tie up capital unnecessarily and break from lack of use and "lot



DID YOU KNOW???
DOERING OFFERS:

MANAGED MAINTENANCE PROGRAMS to help minimize maintenance outlays nationwide, consistency maintain your fleet, institute preventative maintenance schedules and improve vehicle resale value.

FUEL CARD PROGRAMS - help track fuel outlays nationwide by driver and by vehicle, monitor fuel economy, grade of fuel purchased, and collect accurate mileage on vehicles in real-time. Drivers need not carry credit cards or go out of their way to find a particular brand of fuel! The program works at 98% of all gas stations! This system feeds data to the maintenance management program such that the fully integrated fleet management strategy is most successful.

NATIONWIDE TITLE AND REGISTRATION MANAGEMENT

ACCIDENT MANAGEMENT

DRIVER TRAINING AND MOTOR VEHICLE RECORD TRACKING

AND MUCH MORE!

rot."

MUCH more information is available on our [website](#) in the newsletter archive! We enjoy sharing our expertise, knowledge and industry information with you such that you can make more informed decisions. We love to hear your comments and ideas.

WHAT DOES FLEET MANAGEMENT REALLY MEAN?

Fleet (vehicle) management can include a range of functions, such as vehicle financing, vehicle maintenance, vehicle telematics (tracking and diagnostics), driver management, speed management, maintenance management, fuel management and health and safety management.

Fleet Management is a function which allows organizations which rely on transportation in their business to remove or minimize the risks associated with vehicle investment, improving efficiency, productivity and reducing their overall transportation and staff costs, providing 100% compliance with government legislation (duty of care) and many more. These functions can be dealt with by either an in-house fleet-management department or an outsourced fleet-management provider.

Often, organizations employ experts in this area, examples for fleets of greater than 10,000 include GE and PHH. According to market research from the independent analyst firm, Berg Insight, **the number of fleet management units deployed in commercial fleets in Europe for example will grow from 1.5 million units in 2009 to 4 million in 2014! Have you considered the pro's and con's, the value proposition, and your needs? We suggest not burying your head in the sand in any area of organizational/financial planning. Doering wouldn't spend 40+ hours per month writing a great newsletter if we didn't want to share valuable knowledge and insights!**

- Adam Berger

RECENT DOERING SUCCESS STORIES

RIGHTSIZED FLEET

Doering recently helped rightsize a fleet. Rightsizing is a process of evaluating the actual need for vehicles and brainstorming (and implementing) driver sharing programs, vehicle pooling, and maintenance analysis to determine if, for example 400 drivers need 400 vehicles or can they function properly and without impeding their job functions with 250 vehicles?

Each organization is unique and handles their drivers differently and the way they use and operate vehicles. Prior to ordering new vehicles in 2010, the fleet was rightsized. The process is often far more complicated than it sounds as vehicles often need to be relocated to rebalance the fleet. Organizations commonly do not have an accurate record of where the vehicles are physically located in every instance so a transition to fleet management often involves basic administrative tasks with the fleet management company involving locating vehicles, drivers, relocating vehicles and disposing of the unnecessary vehicles. Record keeping is critical in this regard as maintenance records can be quite helpful in determining which vehicles to retain and which to replace. Rightsizing is an industry term for "doing more with less." There are often so many opportunities to share under-utilized resources and decrease overall fleet operating expenses. **DOERING - Experts in Rightsizing!**

NAVIGATING THE MODEL-YEAR CHANGES

Manufacturers currently have both 2010 and 2011 model year vehicles available.

Doering - Experts in
Religious Non-Profit
Organizations Fleet
Management Needs

NEXT MONTH WE'LL ASK AGAIN! MAKE SURE YOU KNOW!

In addition to periodic Ezines, Doering sends newsletters and other useful information. We guarantee it to be useful.

[Join Our Mailing List!](#)

ASK ART!



In a November report, Art Spinella of CNW Research states, "The average lease term is now 41 months and dropping, while payments are virtually the same as longer term finance contracts."

DOERING LEASING CO.

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.

The collapse of the Big 3's leasing companies is not a

WHICH TO SELECT? It's one of the best questions we hear and one Doering can answer with analytics and mathematics. Doering successfully assists clients in selecting the best value and understanding the timing and build-out (end of model year) timing. In the end, we may provide advice, for example, that it makes the most sense to wait two months until the 2011 models are out because they are a better deal or are being significantly redesigned. When your fleet consists of multiple brands, the conversation gets a bit more complicated as Doering aligns multiple brands into a cohesive fleet strategy.

You must always start with a sound strategy or what comes later will often be an aimless attempt at achieving results with unknown metrics. If you need input or advice on selecting the proper fleet acquisition strategy, please contact Doering Fleet Management.

Green Fleet News and Information to Green You

Let's Discuss Sustainable Fleet Management!

Sustainable fleet management is used mainly to address "ecodriving" and reward/recognition programs for fuel saving on top of alternative fuel initiatives. The overall target is to reduce the ecological footprint from the operation of the fleet.

The main aim of sustainable fleet management is to add other targets apart from the economical ones. Those may stem from the following:

Procurement

The ecological footprint of a vehicle is partly influenced from the production. **Lifecycle cost analysis** will reveal how much energy and natural resources as well as pollution of soil, water and air and noise is generated by choosing different raw materials and designing the vehicle. Furthermore the efficiency of the vehicle and its emissions in operation are determined in this phase and influencing the ecological footprint of the following phases. The most delicate decisions are those affecting the drivers valuation like engine power and vehicle size, cabin size with long- distance trucks etc...

Driving

In driving, there are certain degrees of freedom with regard to idling, gear choice and coasting, acceleration, deceleration. Forward-looking driving and its implementation in a fleet setting is a major part of sustainable fleet management. Those activities may be summarized under the term **ecodriving** [More on eco-driving below]. It is important not to focus on gear shifting alone, especially for complex vehicle operations. A more broad approach is necessary including items such as tire pressure, alignment, rapid acceleration, forward looking driving avoids rushing to a stop light and having to get the vehicle back up to speed.

Human Resources

Reward and recognition programs certainly help to trigger staff motivation and improve eco-driving performance and acceptance into a fleet. Telematics might help to supervise the driving style and prevent misuse of vehicles, but is more common in commercial vehicles (vans/trucks) where the telematics are used also for routing and performance.



sign of any market change away from leasing, but rather their inability to access capital in an incredibly capital-intensive industry with low margins. In the case of the Big-3, systemic losses due to unrealistic residual values put the nail in the coffin and sealed their fate. The Big 3's captive leasing companies were losing on average \$3500 or more on each lease-turn-in.

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 as has been used in the fleet industry for over 70 years. Residual values are set accurately to reflect market conditions. The most promising aspect is lower acquisition costs across the board.

Doering Remarketing Grows in Depth & Breadth

Doering Leasing Co. has operated a remarketing department for 20 years. Doering added the following services to satisfy the demands of our customers in addition to the traditional fleet remarketing duties. You may find them useful in your fleet. Doering is dynamic and trying to help fleets focus on core competencies to every extent possible:

- Nationwide Owned Vehicle Remarketing (cars, trucks, equipment)
- Internet Remarketing
- Used Vehicle Acquisitions for Fleets

and much more!

Ask your Doering Fleet Manager for more information.

Doering Leasing Co. is adapting to a changing

Fuel Economy Tips of the Month

Driving habits have a dramatic effect on fuel economy - see what hypermilers do (and don't do).

WATCH THE VIDEO - [CLICK HERE](#)

Key points:

- Coast whenever possible
- Keep tires inflated properly
- Keep a clean air filter
- Reduce vehicle drag and weight
- Limit speed
- Minimize heavy acceleration (slower acceleration uses far less fuel)
- Look far ahead to avoid stops/lights. Coast to a light or even brake before a light to avoid stopping.

Fleet Risks - On the Road

In the UK, in April 2008, the Corporate Manslaughter Act was strengthened to target company/organization directors as well as their drivers in cases of road deaths involving vehicles used on business. The Police have said they now treat every road death as 'an unlawful killing' and have the power to seize company records and computers during their investigations. They will bring prosecutions against company directors who fail to provide clear policies and guidance for their employees driving at work.

A similar level of employer/employee liability exists in the United States but is widely misunderstood causing a systemic lack of preparedness. The root of the discussion is the prevention of driving-related infractions and behaviors which cause potentially life-threatening decisions on the road. Employers are at risk to a large extent, both in terms of losing valued employees, but also from a liability perspective.

Directors and business owners may not be aware that privately owned vehicles used for business are treated exactly the same as company owned vehicles from a liability perspective. Stated differently, employers who believe that a reimbursement plan isolates the liability of their employee's wrongdoing while working on the clock are sadly mistaken. Often, these are the worst offending firms as they are unprepared with adequate vehicle policies to regulate driver behavior, monitor and punish infractions. There is huge inherent risk in employees operating their own vehicles for business purposes, whether on a stipend, monthly reimbursement or any other model. Directors have an equal responsibility under the law to ensure these vehicles are also roadworthy and correctly insured.

It is vital that every company has a 'Driving at Work' policy in place covering every element of their business/organization vehicle operation, no matter how few vehicles are involved and who owns them. Every employee driving for business should be required to sign up to the policy. In this way the directors can reduce the risk of being prosecuted and mitigate risks to the organization. Doering can assist in advising organizations about best practices in this regard.

Crash Test Results - NHTSA and IIHS

The National Highway Transportation Safety Administration (NHTSA) conducts frontal, side and offset crash tests (among others). Some vehicles fare well, others quite poorly. The scale used by the NHTSA is 1-5 stars while the Insurance Institute for Highway Safety (IIHS) uses poor, marginal, average or good ratings

2010 NHTSA CAR TEST [RESULTS](#)

2010 IIHS [RESULTS](#)

market to meet the demands of our partners and offer value in every way possible.

SALE AND LEASEBACK

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DOERING REMARKETING specializes in helping generate capital for organizations which want the funds for more productive purposes. Doering Remarketing will consult with you to determine the amount of capital you are targeting to raise and select the most appropriate vehicles to achieve your goals.

[CLICK HERE](#) for more detail. Provide your fleet detail and any initial facts to initiate the process.

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Fuel Card Programs Save 10-15% on Fuel Spend



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 spend 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, not bound to drive out of their way to go to a BP or Mobil because you have a dedicated fuel card. Further, such fuel cards keep credit cards out of the hands of those that don't need them, further

Here is an example of a GOOD crash test [PRESS HERE](#)
 And an example of a POOR crash test [PRESS HERE](#)

Ensuring driver safety is a primary concern in fleet management. In general, most vehicles sold in the United States have already been tested to provide exceptional crash test results, but some fail in some specific areas of note.

More information available at <http://www.safercar.gov>

CORN CROP + CARS! More Correlation Each Year

This article first appeared in the Sunday Wisconsin State Journal.

Randy Hughes got to enjoy the kinds of things this year that can make late fall in Wisconsin such a joy.

The Janesville grain farmer spent deer hunting season's opening weekend at a deer camp and also caught some football on TV, things that can be tough to juggle with the fall harvest. "You'll never see it again," said Ed Herman, who said his corn averaged about 200 bushels an acre. "I know I'll never see it again in my lifetime where it goes right out of the fields and into storage. It was unbelievable." Prices at harvest were more than \$5 a bushel. Last year, they were around \$3.50 at harvest. Export and ethanol demand has kept prices higher in 2010. 40 percent of Wisconsin corn goes to in-state ethanol plants, with about a third of that coming back in a form farmers can use for livestock feed. Another 40 percent stays on the farm for feed, Oleson said, and 20 percent is shipped out of state.

Where consumers will notice it, Jones said, will not be in higher prices for grain products but in meat prices because of the increased costs of feed. [Reading between the lines, consumers should understand that the higher cost of corn as a commodity is, due in great part to the use of ethanol in fuel and the fact that ethanol plants utilize 40% of corn output in this case. Consumers are feeling the effects in both rising gas prices *and* higher meat prices - your tank and your belly!]

Kelly Blue Book & Automotive Lease Guide Name 2011 Best Resale Value Winners

Kelley Blue Book announced the all-new 2011 model-year vehicle winners of its annual Best Resale Value Awards, recognizing current and forthcoming vehicles for their projected retained value five years from now. Kelley Blue Book's Best Resale Value Awards are based on projections from the *Kelley Blue Book Official Residual Value Guide*, determined by an expert staff of automotive analysts utilizing magic 8 balls. These awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership. Low-volume vehicles and vehicles with a manufacturer's suggested retail price of more than \$60,000 are excluded from award consideration, except

preventing fraud (the \$50 gas fill-up with \$20 in food for a driver, including cigarettes). 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!



IRS Updates Reimbursement Rate for 2011

51 cents per mile!
 In a small adjustment from the current 50 cents per mile, the IRS has concluded that the cost to operate a personal vehicle for business use is valued at 51 cents per mile. A lessee may deduct the greater of actual expenses attributable to business use of a personal automobile or the mileage rate multiplied by the number of business use miles.

The new rate takes into account higher fuel prices anticipated in 2011 which are negated by rising vehicle resale values (decreased depreciation expense) and maintenance costs declining as oil change and maintenance cycles are extended on late-model vehicles, among many other factors that determine this complex figure. Cynics say it's a penny for your thoughts. No

in the luxury and high-performance categories.

2011 BEST RESALE VALUE: BRAND

Subaru

2011 BEST RESALE VALUE: LUXURY BRAND

BMW

2011 BEST RESALE VALUE: TOP 10 MODELS

Audi A5

BMW X5

BMW X6

Honda CR-V

Jeep Wrangler

Lexus GX

Lexus RX

Subaru Outback

Toyota FJ Cruiser

Toyota Tacoma

Top 10 models appear in alphabetical order.

ALG Selected Subaru and Infiniti as Top Brands for Residual Value Awards. ALG, a provider of residual values and depreciation data, announced its 12th Annual Residual Value Awards. ALG's Residual Value Awards honor the vehicles in each segment that are predicted to retain the highest percentage of their MSRP after a conventional three-year period.

Summary of 2011 Residual Value Award Winners: Mainstream Brand - Subaru of America + Luxury Brand - Infiniti

Most interesting are the side-by-side comparisons of the results Doering compiled, showing the KBB and ALG awards in 14 key categories. Only three, as you will notice, were awarded to the same vehicle by both firms in a category. Very interesting.

Category	Kelly Blue Book	ALG
Subcompact Car	Honda Fit	Honda Fit
Compact Car	MINI Cooper	Hyundai Elantra
Mid-Size Car	Honda Accord	Subaru Legacy
Full-Size Car	Ford Taurus	Nissan Maxima
Near-Luxury Car	Lexus IS	Acura TL
Luxury Car	Audi A5	Lexus LS 460
Sports Car	Subaru Impreza WRX	MINI Cooper Countryman
Hybrid/Alt. Energy Car	Volkswagen Golf TDI	Volkswagen Golf TDI
Compact Utility	Honda CR-V	Subaru Forester
Mid-Size Utility	Toyota FJ Cruiser	Subaru Outback
Full-Size Utility	GMC Acadia	Mazda CX-9
Luxury Utility	BMW X5	Land Rover Range Rover

matter which side you fall on, take it. It's yours for all the 2011 Federal income tax year.

**J.D. Power Awards
Medium Duty Truck
Satisfaction Awards**

Overall service satisfaction among medium-duty truck owners declines considerably if their truck is not ready when promised, according to the J.D. Power and Associates 2010 U.S. Medium-Duty Truck Customer Satisfaction Study released. Surprise surprise surprise. Unfortunately it took the completion of this study for the service managers at medium duty truck dealerships to realize that breaking promises to customers is bad for satisfaction.

The study finds that overall service satisfaction averages 215 points higher (on a 1,000-point scale) among truck owners who receive their truck when promised, compared with those who do not.

The study also finds that engine- or fuel-related problems typically result in the greatest amount of downtime. A truck with an engine or a fuel problem averages eight days of downtime.

The study, now in its 18th year, measures customer perceptions of 2009 model-year Class 5, 6 and 7 commercial trucks. Within the product segment, six factors are used to determine overall satisfaction: warranty; engine; cost of operation; ride/handling/braking; cab and body; and transmission.

With a score of 815, Hino ranks highest in customer satisfaction within the conventional truck segment. Hino performs well across all factors driving satisfaction, particularly for engine

		Sport
Full-Size Pickup	Ford F-Series Super Duty	Ford F-Series Super Duty
Van	Toyota Sienna	Honda Odyssey

2011 Annual DOE/EPA Fuel Economy Guide Released

(courtesy of *Business Fleet*)

The U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) released the 2011 Fuel Economy Guide, providing consumers with information about estimated mileage and fuel costs for model year 2011 vehicles.

"Increasing fuel efficiency is important for our environment, our economy and our health - and it helps families save money at the pump," EPA Administrator Lisa P. Jackson said. "This guide will help consumers make the right choice for the environment and for their wallets when buying a car."

"This year's Fuel Economy Guide will allow consumers to choose fuel efficient vehicles that will save them money at the pump, while helping to reduce our dependence on foreign oil and limiting carbon pollution," said Energy Secretary Steven Chu. "Fuel efficient vehicles help reduce driving costs for American families while continuing to deliver the highest standards of vehicle performance."

Fuel efficient models come in all types, classes, and sizes. Overall, the best fuel economy performers are hybrids, but the 2011 fuel economy leaders also include fuel efficient clean diesels as well as gasoline models.

Each vehicle listing in the guide provides an estimated annual fuel cost. The estimate is calculated based on the vehicle's miles per gallon (mpg) rating and national estimates for annual mileage and fuel prices. The online version of the guide allows consumers to input their local gasoline prices and typical driving habits to receive a personalized fuel cost estimate.

For the first time, the guide includes medium-duty passenger vehicles, which are generally large sport utility vehicles (SUVs) and passenger vans. These vehicles were not previously subject to fuel economy measurement and labeling requirements.

EPA and DOE will provide additional fuel economy information online as more 2011 vehicles, including electric and plug-in hybrid cars, become available.

The Top 10 Most Fuel-Efficient Cars for 2011 Model Years:

1. 2011 Toyota Prius: 51/48 mpg city/highway
2. 2011 Ford Fusion hybrid, Milan hybrid, Lincoln MKZ hybrid: 41/36 mpg city/highway
3. 2011 Honda Civic hybrid: 40/43 mpg city/highway
4. 2011 Honda CR-Z (auto): 35/39 mpg city/highway

satisfaction and overall quality. Ford (770) and Peterbilt (760) follow in the product rankings.

Kenworth ranks highest in customer satisfaction with dealer service with a score of 812, performing particularly well in the dealer facility factor. Ford follows in the rankings with 808 points.

The study also finds that Class 5 trucks have the highest quality levels among medium-duty trucks, with a score of 105 problems per 100 trucks (PP100). In comparison, Class 6 trucks average 140 PP100, and Class 7 trucks average 131 PP100.

The 2010 U.S. Medium-Duty Truck Customer Satisfaction Study is based on responses from 1,258 primary maintainers of 2009 model-year Class 5, 6 and 7 conventional cab medium-duty trucks. The study was fielded between June and July 2010.

E15 Fuel Blends Will Not Hurt Older Vehicles



Most US delivered gasoline is an E10 blend, meaning 10% ethanol by volume is added to the gasoline, reducing dependence on foreign oil and supporting domestic farmers. While significant research efforts have been made to date in studies sponsored by the U.S. Department of Energy and other government and industry bodies evaluating the potential impact of E15 on 2001 model year and newer vehicles, minimal engineering analysis has previously been focused on earlier model year vehicles.

The proportion of vehicles manufactured in this era but

5. 2011 Lexus HS 250h: 35/34 mpg city/highway
6. 2011 Ford Escape hybrid, Mazda Tribute hybrid, Mercury Mariner hybrid: 34/31 mpg city/highway
7. 2011 Smart ForTwo: 33/41 mpg city/highway
8. 2011 Nissan Altima hybrid: 33/33 mpg city/highway
9. 2011 Lexus RX 450h: 32/28 mpg city/highway
10. 2011 Honda CR-Z (manual): 31/37 mpg city/highway

News That's Fit to Print

Changes in Lease Accounting - Changes are coming from the FASB and IASB (Financial Accounting Standards Board and International Accounting Standards Board) with a projected implementation in the 2013 fiscal year. The changes will affect real estate, equipment and vehicle leasing across the board. Doering will keep you abreast of the changes as they may have a direct impact on financial ratios. Doering suggests discussing this with your bankers so as not to breach financial covenants in 2013 and beyond. At this time, the proposed changes are in a rough draft format called the "Exposure Draft" and comments are pouring in worldwide from all angles. Leases will appear on the balance sheet. This is a certainty for multinational firms and is uncertain for domestic businesses that operate only under U.S. G.A.A.P. standards. These changes would overwrite FASB 13 which is the current standard we operate under today in determining lease treatment for financial statement purposes. This may have a nominal impact on the \$600B in lease transactions in the United States. Stay Tuned!

PickupTrucks.com named the 2011 Ford F-150 3.7-liter V-6 its winner in the V-6 Work Truck Shootout.

The Shootout pits the 2011 Ford F-150, 2011 GMC Sierra 1500 and 2011 Ram 1500 V-6s against each other in a head-to-head competition to determine which truck is the best in its class.

For the V-6 Work Truck Shootout, tests included fuel economy, long-distance ride quality, ride and comfort, quarter-mile drag testing with a 2,300-pound trailer, unloaded quarter-mile drag testing, 7-percent grade test with 1,200-pound payload testing, 60-mph-to-zero brake testing and a ride and handling test. To determine the best overall V-6 pickups in each category, PickupTrucks.com created a scoring system that measured the trucks competency in each test.

Hyundai Goes Upscale - Hyundai Announces Pricing for the All-New Equus - Hyundai Motor America has announced pricing for the all-new Equus luxury sedan. The Equus Signature will be priced at \$58,000 and the top-of-the-line Equus Ultimate at \$64,500. Every Equus comes standard with "At Your Service," which covers all maintenance needs for 5 years or 60,000 miles. Hyundai Equus owners will receive no-charge maintenance, including complimentary oil and filter changes, brake pads and rotors, wiper blades and battery. Valet pickup and drop-off is provided for all

still in use today is however significant; the model years 1994 to 2000 inclusive represent a total of 62.8 million vehicles or approximately 25 percent of the current overall U.S. light duty vehicle fleet. With the interests of such a potentially large stakeholder group overlooked by previous studies, it was considered essential by the Renewable Fuels Association to quantify the risks to older vehicles of a proposed increase from 10 to 15 percent in the allowable ethanol content of standard pump grades of gasoline.

Based on the engineering analysis performed, the conclusion of the Ricardo study is that the adoption of E15 as the blend limit for standard US pump grades of gasoline should not adversely affect vehicles manufactured between 1994 and 2000 in terms of their performance and durability based on normal specifications and usage profile. As such it can reasonably be concluded that these vehicles do not represent an obstacle to raising the blend limit to E15 from the E10 that currently forms the basis of much of the commercially available US gasoline motor fuel.

FROM THE EPA:

On October 13, 2010, the Environmental Protection Agency partially granted Growth Energy's waiver request application submitted under section 211(f)(4) of the Clean Air Act. This partial waiver will allow fuel and fuel additive manufacturers to introduce into commerce gasoline that contains greater than 10 volume percent (vol%) ethanol and up to 15 vol% ethanol (E15) for use in certain motor vehicles once certain other conditions are fulfilled. It is important to remember that there are a number of additional steps that must be completed - some of

warranty, maintenance and service repairs, and a Genesis or Equus replacement vehicle is provided while the owner's car is at the dealership.

AMUSING NEWS: Toyota Hilux (not in the U.S.) is the preferred truck of rebel groups! The various guerrilla wars in Afghanistan and across the world have begun to unveil a surprising trend: The lightweight, virtually indestructible Toyota Hilux truck has become a favorite of rebel groups, according to *Newsweek*.

One counterinsurgency expert says that the trucks are so well-respected in Afghanistan that imitation vehicles are popping up.

When a shipment of real Hiluxes arrived in Afghanistan, courtesy of the Canadian government, they had Canadian flags on the back. Because of that, the Canadian flag has become a symbol of high quality across the country.

Another military expert agreed, saying the vehicles have become ubiquitous to insurgent and counterinsurgent warfare. Pictures from the last four decades of guerrilla and insurgent warfare around the world showed the first iteration of the Hilux in the late 1960s. The vehicle has been reported to be used by Somali pirates, Sudanese fighters, and Pakistani militants. Forces in Nicaragua, Ethiopia, Rwanda, Liberia, the Democratic Republic of the Congo, Lebanon, Yemen, and Iraq have been reported driving the vehicles.

The trend continues on. Most Al Qaeda lieutenants drive Hiluxes, according to a *New York Times* report from the early 2000s. One report has Al Qaeda using the vehicles in Pakistan, and they use the twin-cab version because they can hold more people and heavy weapons. The truck even has a war named after it: the so-called "Toyota War" between Libya and Chad in the 1980s was dominated by fighters using the Hilux.

British TV show "Top Gear" conducted an experiment with the vehicle, taking an 18-year-old Hilux diesel with 190,000 miles on the odometer and crashing it into a tree. They then submerged it in the ocean for five hours, dropped it from about 10 feet, tried to crush it under an RV, drove it through a portable building, hit it with a wrecking ball, set it on fire, and destroyed it in a controlled demolition. All it took to get it running again was hammers, wrenches, and WD-40. They didn't even need spare parts.

Chevy Volt Reviews - Mostly Positive (But Be Cautious)

Courtesy of *Business Fleet*

[Last eZine Doering reported the following, "Doering believes each vehicle will have \$5000-\$7500 under the back seat -- given the price." In an effort to provide a more balanced article, read on!]

Mass-produced electric cars might be here to stay. Four automotive publication reviews of the Chevrolet Volt electric vehicle were mostly positive, with one calling it "an undeniable engineering coup from GM."

Dave Wanderwerp of *Car and Driver* wrote that the Volt sets itself apart from the Nissan Leaf, mentioning the Volt's gas engine that can step in to extend the Volt's range when the battery's energy is depleted. He said that the dual-

which are not under EPA control - to allow the sale and distribution of E15. These include but are not limited to submission of a complete E15 fuels registration application by industry and changes to some states' laws to allow for the use of E15.

RELIGIOUS/NON-PROFIT LEASING REPORT

Doering has been told by dozens of non-profit clients that the 2011 model year orders will be substantial, trying to get caught up from a period of "drought" in vehicle cycling. **Most 2011 model year order banks are open.**

REMEMBER - The used car market is still RED HOT. Now is a great time to dispose of old vehicles.

Doering offers both fleet leasing and fleet management services to organizations which BUY OR LEASE vehicles.

For organizations that buy, Doering helps institute best practices, negotiate rebates, buy vehicles at fleet prices (**often \$1500-\$2000 cheaper**), provide advisory services and vehicle selection analysis, maintenance plans, and fuel card programs.

For organization who choose to lease or wish to consider it, Doering provides a comprehensive analysis of value-add of a properly implemented leasing program, whereby your organization retains significant capital for reinvestment in a much more productive application.

Experts help in every aspect of running your organization - experts on your finance committee, your outside accountant,

power source of the Volt, which GM calls "an extended-range vehicle," makes sense when so little charging infrastructure is available. If charged adequately, the Volt can operate continuously, at any speed, as an EV, without ever needing to switch on the gas engine. He said the Volt also operates seamlessly behind the wheel.

Steven Cole Smith of the *Orlando Sentinel*, in an article published in the *Boston Herald*, called the Volt "an undeniable engineering coup from GM," adding that acceleration was more than adequate with the equivalent of about 150 horsepower and you can hit 80 miles per hour easily. He added that the Volt is very comfortable, with plenty of room for four people. The Volt also handles well, he wrote, considering it is quite heavy for a small car.

Bob Gritzinger of *Autoweek* wrote that the car "actually does what GM said it would do": run on stored battery power or on range-extending, onboard-generated electric power, without any of the worries of having a dead battery. Jonny Lieberman of *Motor Trend* was impressed with the Volt's miles per gallon after averaging 127 mpg on a 299-mile test drive in the greater Los Angeles area (covering freeways and mountain roads.) "Most other cars use up a tank of gas going 299 miles. The Volt ... used 2.36 gallons over 299 miles. That's *freaking* amazing!" Lieberman wrote.

The electric-only range of the Volt depends on driving conditions, such as traffic, grades and your driving style. However, Lieberman pointed out that the Volt's 127 mpg is five times the average mileage of other cars and that it uses 80 percent less fuel than other vehicles.

Smith of the *Orlando Sentinel* noted that in terms of your budget, the Volt is not a good buy. [Doering would agree wholeheartedly] The biggest criticism of the Chevrolet Volt, he wrote, is the price, \$40,280, or a flat \$41,000 with shipping. A \$7,500 federal tax credit effectively lowers the price to \$33,500.

And Gritzinger of *Autoweek* wrote that if you drive longer distances, forcing the gasoline engine to provide power for the extended range, fuel economy is realistically in the 38-mpg area, which is not class-leading mileage considering the high initial cost of the Volt.

But the compliments outweighed the criticisms in the four reviews. "As long as you don't run the 9.3-gallon gasoline tank dry, you'll never be stranded," Gritzinger wrote.

ANALYSIS: Doering lifecycle cost analysis shows a return on investment similar to that of a Prius or other hybrid vehicle - 14.5 years net of the Federal tax credit. As the tax credit fades away, that ROI jumps to over 21 years! Compared with a Focus or Corolla which get 30mpg and cost approximately \$1400/yr in fuel, the Volt only consumes about \$330/yr in fuel, but the \$1070 annual cost savings is nominal. Like the Prius, the Volt must be rationalized and is not a sound or prudent financial decision unto itself. That said, its application in fleets is almost guaranteed for other more public marketing/PR reasons.

New Sprinter Models - More Functionality

Daimler Vans USA is launching its fifth new Sprinter model - the Crew Van, which joins the cargo Van, Passenger Van, MiniBus and Cab Chassis. Complete with many Mercedes-Benz safety and convenience features, the Sprinter Crew Van seats five, with all the remaining room set up for cargo.



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attorney, and insurance agent all make educated and informed recommendations. They are working on your behalf to add value and deliver results. Doering, too, is working on your behalf. Having done so for over 20 years in the non-profit sector, Doering delivers the best service - consistently and enthusiastically.

GET EDUCATED ON FLEET MANAGEMENT AND LEASING OPTIONS! You will be pleasantly surprised by the benefits offered. **Sale-and-leaseback's are increasingly common as they generate capital immediately, capital that can be invested and utilized for current and future needs.**

J. Paul Getty teaches: "Buy assets that appreciate; lease assets that depreciate."

The ability to pay cash for vehicles is something to be proud of; it is just not the best use of capital long-term.

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You hire the best attorney, best insurance agent & best CPA for your needs -- Do the same with your fleet

Featuring a three-place second row seat, the Sprinter Crew Van can carry an entire work crew to the job site and back, plus all their tools and materials. Like other Sprinter models, the fuel-efficient Crew Van is powered by a 3.0-liter V6 diesel that gets 30 percent better fuel economy than a comparable gasoline engine.

With the launch of the Crew Van, five Sprinter models are now available. In addition to the new Crew Van, the 2011 Sprinter line includes:

Cargo Van - Available in three different body lengths and two roof heights, the popular Sprinter Cargo Van is already a familiar sight across the U.S. Used by diverse businesses from freight delivery services and dry cleaners to florists and gourmet caterers, the Cargo Van boasts the largest side- and rear-door openings as well as the lowest load floor and step-in height of any full-size van.

Cab Chassis - A highly flexible platform or "stake-body" van, the Sprinter Cab Chassis can be finished as a tradesman's tool and parts vehicle or an agri-farming flatbed. Available in two wheelbase lengths, the Cab Chassis platform can also accommodate the installation of special cargo boxes ranging from motor homes and medical emergency units to full kitchens and refrigerated compartments.

Passenger Van - With four rows of seats for up to 12 occupants (each fitted with an individual three-point seat belt and head restraint), the Sprinter Passenger Van is intended for airport, residential care and community service shuttles as well as limousine services. Sprinter Passenger Vans can be ordered in two different wheelbases and two roof heights.

MiniBus - Larger than the Passenger Van but similar in design, the MiniBus features four basic seating configurations, each with floor plans that can be customized. Airport and Hotel versions provide ample luggage areas and seating for 15 passengers. A commuter shuttle offers seating for 16 with optional video equipment, while a paratransit version comes with multiple wheelchair positions, seating for up to eight passengers and a choice of side or rear wheelchair lifts. The Sprinter has best-in-class cargo capacity of up to 547 square feet and payload capacity up to 5,375 pounds. With doors that open a full 270 degrees, the Sprinter also boasts a rear door opening that's 5'2" wide and six feet tall.

Both the Cargo and Passenger Vans feature a side-door opening that's 4'3" wide and six feet high. At the same time, their step-in height is only 19.9 inches - lowest in the industry. The MiniBus has a power-operated split-entry door and step that's 38 inches wide. Interior standing height can be up to 6'4".

Unlike many other vans, all Sprinters are equipped with independent strut suspension with coil springs in front and four-wheel disc brakes as well as a solid axle with leaf springs at the rear. A five-speed automatic transmission is standard, and several choices of springs, shock absorbers and stabilizer bars provide just the right suspension for each version of the Sprinter van.

BlueTEC - a Blueprint for the World's Cleanest Diesels

All 2011 Sprinters are powered by a 3.0L V-6 diesel that gets 30 percent better fuel economy than a comparable gasoline engine. With 188 horsepower and 325 lb.-ft. of torque (from 1400 to 2400 rpm), the Sprinter's four-valve-per-cylinder BlueTEC diesel features centrally located piezo-electric injectors, CDI direct injection, a variable-nozzle turbocharger and exhaust gas recirculation. Building on this foundation of advanced engine design, the Sprinter engine incorporates several modular after-treatment units in the exhaust stream, including an oxidizing catalytic converter, a maintenance-free particulate filter, and a NOx storage converter.

management firm!

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QUESTIONS TO ASK WHEN SPEC'ING A SERVICE BODY FOR A TRUCK

- 1) What equipment will be hauled in the body?
- 2) What will be hauled outside the body?
- 3) Will the vehicle's payload require an enclosed body for more space or protection from the elements?
- 4) What will the anticipated maximum load weight?
- 5) Will the truck be operated off-road?
- 6) Will the truck pull a trailer? If so what is the total weight of the trailer and load?
- 7) Will the truck be operated in a region prone to corrosion?

Service bodies are made by Omaha Standard, Reading, Brand FX, Knapheide, Stahl, Warner Truck Bodies, Monroe Truck Equipment and Highway Products. With the answer to the questions above, your Doering Fleet Manager can advise you on the correct body for your application and ensure it will be satisfactory and suitable long-term!

Making the BlueTEC diesel engine as clean as a modern gasoline engine, an AdBlue system injects a urea solution into the exhaust, which releases ammonia (NH₃), reducing nitrogen oxides to harmless nitrogen and water in the downstream SCR catalytic converter.

SCR stands for selective catalytic reduction, a process that creates the most effective method of diesel exhaust gas after-treatment. AdBlue is carried in its own tank and metered into the exhaust in minute quantities, so small that the tank only needs to be refilled during routine scheduled maintenance.

J.D. Power Medium Duty Truck Satisfaction Survey

Overall service satisfaction among medium-duty truck owners declines considerably if their truck is not ready when promised, according to the J.D. Power and Associates 2010 U.S. Medium-Duty Truck Customer Satisfaction Study released.

The study finds that overall service satisfaction averages 215 points higher (on a 1,000-point scale) among truck owners who receive their truck when promised, compared with those who do not.

The study also finds that engine- or fuel-related problems typically result in the greatest amount of downtime. A truck with an engine or a fuel problem averages eight days of downtime.

The study, now in its 18th year, measures customer perceptions of 2009 model-year Class 5, 6 and 7 commercial trucks. Within the product segment, six factors are used to determine overall satisfaction: warranty; engine; cost of operation; ride/handling/braking; cab and body; and transmission. The study also measures satisfaction with services received from an authorized truck dealer: dealer facility; service quality, service delivery; service advisor, service initiation; and price.

With a score of 815, Hino ranks highest in customer satisfaction within the conventional truck segment. Hino performs well across all factors driving satisfaction, particularly for engine satisfaction and overall quality. Ford (770) and Peterbilt (760) follow in the product rankings. Kenworth ranks highest in customer satisfaction with dealer service with a score of 812, performing particularly well in the dealer facility factor. Ford follows in the rankings with 808 points.

The study also finds that Class 5 trucks have the highest quality levels among medium-duty trucks, with a score of 105 problems per 100 trucks (PP100). In comparison, Class 6 trucks average 140 PP100, and Class 7 trucks average 131 PP100.

The 2010 U.S. Medium-Duty Truck Customer Satisfaction Study is based on responses from 1,258 primary maintainers of 2009 model-year Class 5, 6 and 7 conventional cab medium-duty trucks. The study was fielded between June and July 2010.

Ready to Talk about Fleet Management Yet? We're talking about a lot more than pennies! 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 and RCRI Partners!

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

Still thinking? Did we mention - Doering Fleet Management saved the average business an estimated \$1905 per vehicle in 2010 (to date) in addition to all other services and value provided!

This December 2010 EZine provided courtesy of Adam Berger
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