



## eZINE

Join Us!

Join Our Mailing List!



Visit our newly launched Facebook page! Search for "Doering Leasing & Fleet Management" or click on the link above.

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

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

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

**DID YOU KNOW DOERING OFFERS:**

**MANAGED MAINTENANCE PROGRAMS**

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

**NATIONWIDE TITLE AND REGISTRATION MANAGEMENT**

Issue: # 41

July 2014

Dear Adam,

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

Much more information is available in the website newsletter [archive](#)! We enjoy sharing our expertise and industry information with you.

The market is changing. Used car values are at all-time highs. Many models are being redesigned and new federal fuel economy and safety regulations are coming into play. Education betters us and ensures our decisions are well-informed! Never be lulled by the thought "we have always done it this way."

### Feds Require Backup Cameras By 2018

*Automotive Fleet*

The National Highway Traffic Safety Administration (NHTSA) has required rear-visibility technology, otherwise known as backup cameras, in light-duty vehicles by May of 2018.

The rule, issued on March 31, requires all vehicles weighing less than 10,000 pounds, including buses and trucks, that are manufactured on May 1, 2018, to come equipped with rear visibility technology that expands the driver's field of view behind the vehicle. The goal is to enable the driver to better detect the presence of people, especially small children, in the vehicle's path before backing up, regulators said.

The new rule requires that the field of view include a 10-by-20-foot visibility zone directly behind the vehicle. The system must also meet other requirements for image size, linger time, response time, durability and deactivation.

On average, there are 210 fatalities and 15,000 injuries per year caused by backover crashes. **NHTSA has found that children under five years old account for 31 percent of backover fatalities each year, and adults 70 years of age and older account for 26 percent.**

FUEL MANAGEMENT

ACCIDENT  
MANAGEMENT

DRIVER TRAINING AND  
MOTOR VEHICLE  
RECORD TRACKING

AND MUCH MORE!



**FUEL MANAGEMENT**

Save 10-15% on fuel!

A properly utilized fuel card program can 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.

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

The final rule's release follows a series of regulatory delays. Back in 2007, Congress passed legislation requiring the U.S. Department of Transportation to issue a final ruling on more stringent rear-visibility standards by February of 2011. President George W. Bush signed the legislation into law on **Feb. 28, 2008**.

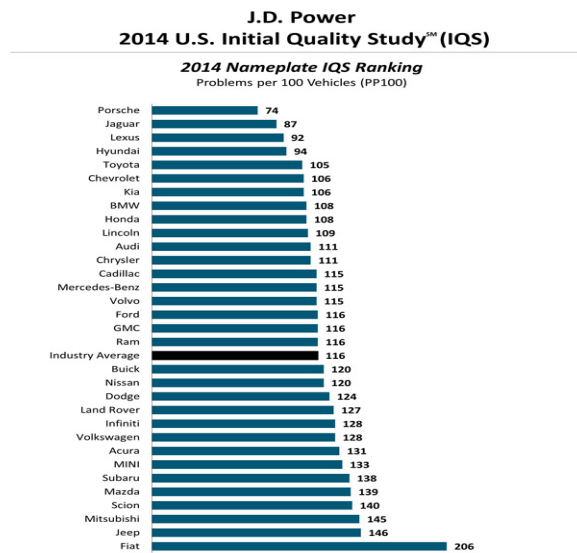
But the Alliance of Automobile Manufacturers has opposed such a mandate, arguing that consumers should decide for themselves whether to assume the extra cost of such safety equipment. The industry estimates that a mandate requiring rear-view cameras in all new vehicles will cost \$2.7 billion annually, which breaks down to roughly an additional \$160 to \$200 per vehicle. And that cost will be passed along to consumers.

In September 2013, these delays spurred some safety advocacy groups to file a lawsuit requesting a federal Court of Appeals to order NHTSA to issue a final ruling within 90 days.

In announcing the final rule, NHTSA said it took extra time on this regulation to "ensure that the policy was right and make the rule flexible and achievable."

The agency, part of the Department of Transportation, pointed out that many companies are installing rear-visibility systems on their own, as a result of consumer demand.

## JD Power: Initial Quality Problems Increase as Automakers Struggle to Launch Vehicles with Technology That Consumers Find Easy to Use



Source: J.D. Power 2014 U.S. Initial Quality Study™  
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

[Jdpower.com](http://Jdpower.com)

The number of problems experienced by new-vehicle owners has increased from the previous year, as automakers continued to be challenged when introducing sophisticated technologies in new vehicles, according to the J.D. Power 2014 U.S. Initial Quality StudySM (IQS).

The study, now in its 28th year, examines problems experienced by vehicle owners during the first 90 days of ownership. Initial quality is

helps you better manage your fleet costs by giving you tighter control at Island Card Readers (ICRs).

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

### Fleet Safety Video Tip: Checking Headlamp Alignment

Automotive Fleet

Here's a tip you may want to pass along to your drivers as a friendly reminder.

Have you noticed recently that it's tougher to see the road ahead at night? Have any other drivers flashed their lights at you recently - even though your headlights were clearly on? The problem could be that your headlamps are misaligned. Instead of being aimed to illuminate the road ahead, they're blinding other drivers. It's a surprisingly common problem, especially for drivers that occasionally haul heavy loads in the trunk.

The ideal procedure for checking alignment varies a little, depending on the vehicle manufacturer and type of headlamp. But this video from Ford demonstrates how a simple test can help identify whether your lights are on target or off-kilter. Don't worry if the prospect of a do-it-yourself remedy intimidates you - it's an easy fix by a mechanic. What's important is that you resolve the problem, improve your driving visibility at night and stop posing a hazard for other drivers.

determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality.

### Some Consumers Struggle with New Technology

The study identifies two primary causes of the increased problem levels in 2014. First, newly launched vehicles (those that are completely new to the market or have undergone major redesigns) continue to be more problematic than carryover vehicles (those that did not undergo any significant changes). **On average, newly launched vehicles experience 128 PP100, compared with 113 PP100 for carryover vehicles. The increase in problems among all-new vehicles is found mainly in the areas of voice recognition, Bluetooth pairing and audio systems.**

### Harsh Weather Conditions also Affect Quality

Some regions experienced increases in problem types associated with harsh weather. Consumers in the South and West regions of the country report the same level of problems as in 2013 (114 PP100). In contrast, consumers in the Northeast and Midwest regions report 117 PP100 in 2014, compared with 112 PP100 in 2013. Most of this increase is found in the heating/ventilation/air conditioning, exterior and engine/transmission categories, three areas in which harsh weather conditions have an adverse

### Initial Quality Affects Brand Loyalty

**The study also finds that the fewer problems owners experience with their vehicle, the greater their loyalty to the brand.** Combined data from previous years' IQS results and the Power Information Network® (PIN) from J.D. Power show that 57 percent of owners who reported no problems stayed with the same brand when they purchased their next new vehicle. Brand loyalty slips to 53 percent among owners who reported just a single problem and to only 48 percent among owners who reported two or more problems.

### Highest-Ranked Nameplates and Models

For a second consecutive year, Porsche ranks highest in initial quality among all nameplates, with a score of 74 PP100. Following Porsche in the rankings are Jaguar (87 PP100), Lexus (92 PP100) and Hyundai (94 PP100).

General Motors Company receives six segment awards-more than any other automaker for a second consecutive year-for the Buick Encore (tie); Chevrolet Malibu; Chevrolet Silverado HD; Chevrolet Suburban (tie); GMC Terrain; and GMC Yukon (tie). Hyundai Motor Company receives five awards for the Hyundai Accent; Hyundai Elantra; Hyundai Genesis; Kia Cadenza; and Kia Sportage (tie). Other corporations with multiple award recipients are Ford Motor Company (Ford Edge, Ford F-150 LD and Lincoln MKX); Nissan Motor Company (Infiniti QX50, Infiniti QX80 and Nissan JUKE [tie]); Volkswagen AG (Porsche 911, Porsche Boxster and Porsche Panamera); Fiat Chrysler Automobiles (Chrysler Town & Country and Dodge Challenger); and Mazda (Mazda MAZDA5 and Mazda MX-5 Miata). Other models receiving awards are the Honda Ridgeline and Lexus ES.

**Ready to Talk about Fleet Management?**

To view the video, click [here](#).



***Trouble budgeting for fleet costs?***

***WE CAN HELP.***

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

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

**Video: 42% of Drivers Fail to Identify Tire Pressure Warning**



*Automotive Fleet*

Are you confident that all your fleet drivers instantly recognize and know the meaning behind the dashboard warning symbol pictured at right? Does your driver training program adequately address the importance of monitoring tire pressure?

In a recent consumer survey, 42 percent of participating drivers failed to identify the tire pressure monitoring system (TPMS) icon. Schrader International, a manufacturer of sensing and valve solutions,



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

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

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

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

## **Fleet Safety Video Tip: Dealing With a Stuck Accelerator**

*Automotive Fleet*

Unintended acceleration is a rare occurrence, but it's still important for all drivers to become familiar with the response procedure for such a driving emergency. The more prepared they are, the less likely they'll panic. Here are some general recommendations from AAA on what steps to take if the accelerator gets stuck:

- Stay calm but act quickly.
- Keep looking at the road ahead. Looking away from the road to see what's wrong with the pedal will greatly increase the chances of a crash.
- Be sure your foot is completely off the accelerator. Some stuck accelerator crashes have later been found to be the result of an honest mistake - the driver thought he or she was pushing on the brake. As soon as you are sure you have your foot off of the accelerator, brake firmly, applying strong, steady pressure. Do not pump the brakes.
- Shift the vehicle's transmission in neutral or, in a vehicle with standard transmission, depress the clutch. Do not turn off the engine until the car has decelerated significantly. Doing so will cause the power assist to steering and braking to disengage and make it difficult or impossible to steer -- and harder to brake. Turning the key too far could possibly lock the steering wheel.
- Steer the car to a safe place and stop, and then turn off the engine. If stopped by the side of a road, turn on emergency flashers and put out flares or reflective triangles. If you are unable to get the vehicle off the roadway, allow the vehicle to come to a stop and turn on emergency flashers. Do not restart the vehicle.

For more tips, including what to do if your vehicle has a push-button start, you can click [here](#).

**Google Deletes Steering Wheel On Self-Driving Car**

conducted the survey.

In addition, one in 10 drivers admitted to intentionally ignoring a TPMS warning and continuing to drive. Forty-two percent admitted they rarely check their tire air pressure.

All vehicles from 2008 and later model years are equipped with TPMS technology. In fact, many vehicles from the 2000-2007 model years also have TPMS.

To view a video about the origins and benefits of TPMS, you can click [here](#).

### Important DOT Reminders

1 - Any driver in a DOT eligible vehicle may not use a handheld mobile phone no matter the state law on the matter. The penalties are up to \$2,750 for the driver and up to \$11,000 for the company.

2 - You are required to obtain a USDOT number if you have a vehicle that:

- \* Has a gross vehicle weight rating or gross combination weight rating, or gross vehicle weight or gross combination weight, of 4,536 kg (10,001 pounds) or more, whichever is greater; or

- \* Is designed or used to transport more than 8 passengers (including the driver) for compensation; or

- \* Is designed or used to transport more than 15 passengers, including the driver, and is not used to transport passengers for compensation; or

- \* Is used in transporting material found by the Secretary of Transportation to be hazardous and transported in a quantity requiring placarding.

- \* Is involved in Interstate commerce



### Automotive Fleet

Google has built several prototypes of self-driving cars as the company moves away from modifying existing vehicles, the company announced on the Google blog.

The subcompact prototypes, which have no steering wheel, have been built with the primary focus on safety, according to Google. The cars have sensors to remove blind spots and can detect objects out to a distance of more than 200 yards in all directions. The speed of the cars has been capped at 25 mph.

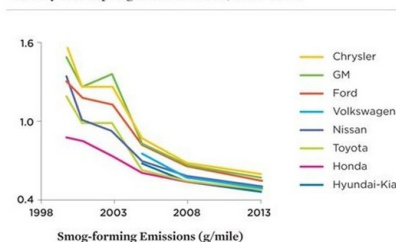
The spartan interiors offer two seats with seat belts, a small cargo space, a button to stop and start the car, and a screen that shows the car's route.

Google plans to build about 100 prototype vehicles by the summer, when Google drivers will begin testing early versions of the cars with manual controls.

View the video [here](#).

## Hyundai-Kia Passes Honda As Greenest Automaker

Average Emissions from Light-Duty Vehicles Sold by the Top Eight Automakers, 1998-2013



### Automotive Fleet

The Union of Concerned Scientists (UCS) recently announced its rankings of the environmental performance of 2013 model-year light-duty vehicles sold in the U.S. by the top eight automakers. The 2014 overall winner, Hyundai-Kia, unseated last year's greenest manufacturer, Honda.

According to the UCS, for the first time ever, all eight major automakers reduced their average global warming emissions compared to their respective 1998 fleet average, the model year examined in the UCS's inaugural report. The average new vehicle is emitting around 20 percent less global warming pollution and nearly 87 percent less smog-forming tailpipe emissions.

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

This eZine provided by Doering Fleet Management.

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

Sincerely,

Adam Berger  
Vice President of Sales  
Doering Leasing Co.  
Doering Fleet Management  
d 262-395-4961  
e 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.

### **Forward email**



This email was sent to adam@doeringleasing.com by [adam@doeringleasing.com](mailto:adam@doeringleasing.com) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Doering Leasing Co. | 5317 N. 118th Court | Milwaukee | WI | 53225