



eZINE

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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.

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Our team of 60+ A.S.E. certified mechanics work for you!

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

Issue: # 43

December 2014

Dear Adam,

Happy Holidays from Doering Fleet Management!



The Doering staff proudly participated in the annual Toys 4 Tots toy drive.

Ford and Toyota Score First Green Fleet Car and Truck of the Year Awards

Business Fleet

Automotive Fleet and Green Fleet magazines, awarded its inaugural Green Fleet Car and Green Fleet Truck of the Year awards to the Ford Fusion Energi and Toyota Highlander Hybrid.

The awards recognize the most environmentally-friendly cars and trucks for fleet use and emphasize the auto industry's expanding efforts to offer new vehicles with higher fuel efficiencies and a smaller environmental impact.

The Green Fleet Car of the Year winner, the Ford Fusion Energi Plug-In Hybrid, has a lithium-ion battery and an electric motor with a gasoline engine. The car also features a next-generation SmartGauge with EcoGuide, providing real-time information to help users drive more efficiently. The Ford Fusion Energi is also equipped with regenerative braking, a standard feature that captures 90 percent of the kinetic energy and uses it to recharge the lithium-ion battery.

The two runner-ups for Green Fleet Car of the Year were the Nissan

are commonplace.

NATIONWIDE TITLE AND
REGISTRATION
MANAGEMENT

BEHIND THE WHEEL
DRIVER TESTING

ACCIDENT
MANAGEMENT

AND MUCH MORE!



FUEL MANAGEMENT PROGRAM

A properly utilized fuel card program can securely track fuel grade and usage, monitor MPG, detect and/or prevent driver fraud, and provide an accurate assessment of spending per driver.

Drivers have their choice of the least expensive fueling locations. There is no need to drive out of the way to go to a specific branded station. Fuel cards are not credit cards, further preventing fraud and accidental loss.

The newest feature of the WEX Fleet Card lets 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 automatically shuts off.

Doering Fleet Management offers a comprehensive fuel card program underwritten by WEX, the largest fuel card in the nation and most widely accepted. Contact your Doering

LEAF and the Honda Civic Natural Gas.

The Green Fleet Truck of the Year winner, the all-new Toyota Highlander Hybrid SUV, can accommodate up to seven passengers while providing a seamless gas-to-electric driving experience. It also includes features such as electronic on-demand 4-Wheel Drive, Hybrid Synergy Drive, and 280-hybrid system net horsepower.

The runner-ups for Green Fleet Truck of the Year were the Ram 1500 Eco Diesel and Ford Transit T150 Wagon FFV.

All fleet model nominees for the Green Fleet Car and Truck of the Year awards were self-nominated by each OEM, and are the models recommended to corporate fleet customers to help them meet corporate sustainability goals in fleet applications. All of the major OEMs submitted at least two models for consideration.

National Gasoline Average Lowest in Five Years

Automotive Fleet

The trend of falling gasoline prices continues and now thirteen states can fill up for under \$2 a gallon, according to CNN.

The national average price is 12.5 cents cheaper for the week ending Dec. 15. Figures from AAA's Daily Fuel Gauge Report show the average is currently \$2.55 per gallon.

The boom in North American oil production in recent years has given the continent the lowest price for crude oil anywhere in the world (the U.S. is producing about 2/3 of the oil demand on domestic soil).

The price is 68.5 cents cheaper than it was a year ago. Once again the price of a gallon of unleaded had its steepest decline in the Midwest of 16.9 cents to \$2.41. The average price that had the least amount of decline is on the East Coast in the lower Atlantic region. This area has an average gas price of \$2.53.

The average price of diesel also dropped 9 cents to \$3.40 for the week. The 2013 average diesel price was \$3.85, according to AAA's Daily Fuel Gauge Report. The state with the lowest price for gas is Missouri. The average price for gasoline is \$2.24. The state with the highest national average is Hawaii with \$3.70 per gallon.

ALG Adds Vans to Residual Value Awards

Business Fleet

ALG, analytics division of TrueCar, Inc., has announced winners of its 15th annual Residual Value Awards, with Land Rover and Toyota taking top honors for Premium Brand and Mainstream Brand respectively. ALG's Residual Value Awards (RVA) recognize vehicles in 26 segments - including compact and full-size commercial vans for the first time - that are forecast to retain the highest percentage of their Manufacturer's Suggested Retail Price (MSRP) after a three-year period. This year's recipients were chosen from 2015 model-year vehicles on sale that have shown strong value in their competitive segments.

representative for more information!

Michelin Developing Airless Tire/Wheel Called 'Tweel'



Work Truck

Michelin's newest plant will produce the Michelin X Tweel Airless Radial Tire for commercial vehicles.

The Tweel is a non-pneumatic tire that connects the tire and wheel with a rigid hub connected to a shear beam made of flexible, deformable polyurethane spokes.

The Tweel is Michelin's attempt to solve the challenge of chronic flat tires that plagues the landscape, construction, contracting, refuse/recycling, and agricultural industries, according to the company.

The new plant gives Michelin the ability to boost output of its Tweel SSL skid-steer tires and begin production of the new Tweel Turf as original equipment for John Deere to equip its ZTRAK 900 Series lineup of zero-turn commercial mowers.

The Tweel is the industry's first commercialized airless radial solution, Michelin said.

The new 135,000 square-foot facility in Piedmont, S.C., represents Michelin's 10th manufacturing facility in South Carolina and the 16th in the U.S. The company will invest about \$50 million in the new plant.

"Residual value is important for automakers and consumers because it's a complete indicator of the vehicle's future value, accounting for quality, durability and brand desirability among other factors," said Larry Dominique, president of ALG and executive vice president of TrueCar. "The award recipients demonstrate strong forecasted returns on investments for their owners."

Land Rover's overall win among Premium manufacturers is its first, and comes as a result of having consistently delivered a stream of hot, new vehicles for which customer demand far outweighs supply, according to ALG.

Among Mainstream brands, Toyota captured five segment awards. Some of its highlights include the Toyota Prius v wagon overtaking last year's winner, the Prius c subcompact car, in the alternative-fuel category; the Toyota Tacoma pickup truck winning a 14th straight RVA; and the Toyota Tundra winning its fourth consecutive RVA. Toyota's premium products also took home three RVAs - the Lexus IS, Lexus GX, and Toyota Land Cruiser.

Category

Mainstream Brand
Premium Brand
Subcompact Car
Compact Car
Mid-size Car
Full-size Car
Sports Car
Alt-Fuel Vehicle
Minivan
Subcompact/Utility Vehicle
Compact/Utility Vehicle
Mid-size/Utility Vehicle - 2 Row
Mid-size/Utility Vehicle - 3 Row
Full-size/Utility Vehicle
Off-Road/Utility Vehicle
Mid-size Pickup
Full-size Pickup
Mid-size Commercial Van
Full-size Commercial Van
Premium Compact Car
Premium Mid-size Car
Premium Full-size Car
Premium Executive Car
Premium Sports Car
Premium Compact/Utility Vehicle
Premium Mid-size/Utility Vehicle - 2 Row
Premium Mid-size/Utility Vehicle - 3 Row
Premium Full-size/Utility Vehicle

2015 Winner

Toyota
Land Rover
Honda Fit
Mazda3
Subaru Legacy
Dodge Charger
Subaru WRX
Toyota Prius V
Honda Odyssey
MINI Countryman
Honda CR-V
Subaru Outback
Toyota Highlander
Chevrolet Tahoe
Toyota 4Runner
Toyota Tacoma
Toyota Tundra
Ford Transit Connect
Mercedes-Benz Sprinter
MINI Hardtop
Lexus IS
Hyundai Genesis
Porsche Panamera
Audi TT
Porsche Macan
Land Rover Range Rover Sport
Lexus GX
Toyota Land Cruiser



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.

Fleet Safety Video: Packing a Winter Emergency Kit

Automotive Fleet



Winter Car Survival Kit

With winter upon us, now is probably a good time to remind fleet drivers to make sure their vehicle emergency kit is fit for the coming winter weather.

The kit needs to include items that would come in handy if the fleet vehicle ever becomes stranded in inclement weather. Keep in mind that emergency services, towing services and snowplow fleets can quickly become overtaxed during major storms. Drivers should include

How to Drive Safely in Winter Weather



Automotive News

It's that time of year again - roads can be slick with ice and snowfall is accumulating, and driving can be more risky and dangerous than during the warmer-weather months. What can drivers do to keep safe while traveling in adverse winter conditions?

According to William Van Tassel, Ph.D., manager of driver training operations at AAA, one crucial thing fleet drivers should do in winter weather is adjust their speed according to road conditions.

"If there's heavy rain, snow, or ice, you might lose about one-third of your traction. To maintain the same degree of traction you have when it's dry, you should drop your speed by about that same percentage," Van Tassel said.

In addition, Van Tassel recommended allowing for more space around the vehicle, particularly in the front. This space allowance can help drivers prepare for icy patches or other low-traction conditions.

Preparing for the Road

Before drivers get on the road, fleet managers should ensure company vehicles are prepared for inclement conditions.

First, ensure each vehicle is stocked with supplies in case of an emergency, such as tools, flares or reflective triangles, and jumper cables.

In addition, fleet managers should have vehicle components checked regularly, particularly the engine, brakes, battery, and tires. Fleet managers should ensure drivers check a vehicle's tire pressure once a month, as well as examine tire tread. Specifically, tires should have at least four thirty-secondths of an inch of tread.

The AAA pamphlet "How to Go on Ice and Snow" recommends drivers wear warm and comfortable clothing that provides freedom of movement. In addition, the pamphlet suggests that drivers position their seat so they can more effectively see the road and perform the precise and smooth movements necessary for safe winter driving. Before leaving their parked position, drivers should turn on their headlights.

items that would help make an extended wait for help as comfortable as possible.

AAA recommends the following items:

- * Bag of abrasive material (sand, salt, cat litter) or traction mats
- * Snow shovel
- * Flashlight with extra batteries
- * Window washer solvent
- * Ice scraper with brush
- * Cloth or roll of paper towels
- * Jumper cables
- * Extra warm clothing (gloves, hats, scarves)
- * Blankets
- * Warning devices (flares or triangles)
- * Drinking water
- * Non-perishable snacks
- * First-aid kit
- * Basic toolkit (screwdrivers, pliers, adjustable wrench)
- * Mobile phone and car charger, with the phone pre-programmed with rescue apps and important phone numbers.

Driving with Caution

Once on the road, motorists can use driving techniques to stay safe in harsh conditions. In particular, Van Tassel emphasized that drivers perform one act at a time when braking, turning, and accelerating - all while doing those things smoothly. **Slow down before a turn. A driver should never be braking while turning, especially in slick conditions.**

If a driver gets caught in a skid, Van Tassel recommended focusing on the road while continuing to steer normally. "We think it's important for drivers to remember that cars don't lose control - drivers do. So, if a car is skidding, it's generally because a driver has asked a car to do more than it can do," he said.

Ultimately, for driving in winter conditions, drivers need to even more vigilantly follow the basic principles they should already remember every time they get behind the wheel: Be cautious and be prepared.

Ready to Talk about Fleet Management?



\$2242 per car. That is the average savings Doering provided to new clients per vehicle in 2013. It's worth your time and attention! Compounded with a host of other benefits and savings, a fleet management plan with Doering can save you and your organization substantially.

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 CONTACT ADAM BERGER, VP OF SALES!](#)

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. Doering seeks to offer 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 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.

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