

From: Adam Berger <adam@doeringleasing.com>

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

Reply: adam@doeringleasing.com



eZINE

Join Us!

[Join Our Mailing List!](#)



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

ACCIDENT MANAGEMENT

Issue: # 33

June 2012

Dear Adam,

WELCOME

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

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

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

LET'S GO



Ford Says All 2013-MY Escape Models EPA-Certified at 30 MPG Or More



Automotive Fleet

Ford said its new 2013-MY Escape is certified by the EPA at a fuel-economy rating of 33 mpg, with all three engines in the new vehicle certified at 30-plus mpg.

Escape's 1.6L EcoBoost engine gets 33 mpg highway, 23 mpg city, and produces 178 hp and 184 lb.-ft. of torque, according to Ford. The 2.0L EcoBoost gets 30 mpg highway, 22 mpg in the city, and provides 240 hp and 270 lb.-ft. of torque. That engine is rated at 3,500 pounds towing. The Escape's 2.5L engine offers 31 mpg highway and 22 mpg city driving.

According to Ford, EcoBoost engines are standard in the SE, SEL, and Titanium editions. The SE and SEL models come with the 1.6L as standard, the Titanium comes with the 2.0L engine, and the 2.5L is available in the S edition.

The automaker said the new Escape will arrive in dealerships in May.

15% Ethanol to Be Allowed in Gasoline

Business Fleet

The U.S. Environmental Protection Agency (EPA) approved the first applications for registration of ethanol for use in making gasoline that contains up to 15% ethanol (E15).

Ethanol has been blended into gasoline for more than 30 years, but the law limited it to 10% by volume for use in gasoline-fueled vehicles. Registration of ethanol to make E15 is a significant step toward its production, sale and use in model year 2001 and newer gasoline-fueled cars and light trucks, according to the EPA.

E15 is not permitted for use in motor vehicles built prior to 2001-MY and

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.

Hyundai Releases Its 2013-MY Fleet Incentives

Business Fleet

Hyundai Motor America (HMA) has released its 2013-MY commercial fleet

in off-road vehicles and equipment, such as boats and lawn and garden equipment.

The EPA said this approval follows an extensive technical review required by law. Registration is a prerequisite to introducing E15 into the marketplace. Before it can be sold, manufacturers must first take additional measures to help ensure retail stations and other gasoline distributors understand and implement labeling rules and other E15-related requirements. The EPA is not requiring the use or sale of E15.

After extensive vehicle testing by DOE and other organizations, the EPA issued two partial waivers raising the allowable ethanol volume to 15% for use in 2001-MY and newer cars and light trucks.

The EPA said fuel pumps dispensing E15 will be clearly labeled to avoid confusion.

GM Says It Expects Diesel Chevrolet Cruze Will Get Better Than 40 MPG

Automotive Fleet

GM sees a bright future for diesel-fueled vehicles in the U.S., and said it's poised to capitalize on rising diesel sales with the introduction of a 2.0L clean turbo diesel engine option on its Chevrolet Cruze next year. The automaker said it expects the diesel variant of the Cruze to get better than 40 mpg. The engine is a common-rail direct-injection fuel system, according to GM.

GM said diesel car now make up 3 percent of U.S. sales and are up 35% in the first quarter of 2012 compared with the first quarter in 2011. A company called Baum and Associates predicts diesel will account for 6% of U.S. car sales by 2015.

In addition, GM cited a stat from the Diesel Technology Forum, which said half of U.S. service stations now offer diesel fuel, which is up from a third a few years ago. Worldwide, GM said it sold more than half a million diesel-powered cars across Europe, Asia, Africa, and South America in 2011, 33,000 of which were Chevrolet Cruze models.

Video: Vincentric's 2012 Best Fleet Value in America Awards Announced

Business Fleet



2012 Vincentric Best Fleet Value in America Awards

The 7th annual Vincentric Best Fleet Value in America awards were announced April 10, with General Motors and Toyota topping the winners list with nine and seven winners, respectively. Other brands earning multiple awards were Ford, Hyundai, Chrysler Group, Volvo and BMW.

The General Motors product line showed its strength in the van and heavy-duty pickup segments, while Toyota earned its awards with a well-balanced line-up in the passenger vehicle and crossover classes, including winners in three out of four hybrid segments.

The Mercedes-Benz Sprinter performed strongly, winning three of the heavy-duty van segments. Chrysler Group and Hyundai showed growing product strength in the fleet industry with three winners each, with the Hyundai Sonata laying claim as a serious fleet choice in the popular mid-size sedan segment.

In the high-volume half-ton pickup segment the Ford F-150 was the 2012 winner.

To determine the 2012 Vincentric Best Fleet Value in America awards, Vincentric analyzed more than 2,700 vehicle configurations in 20 different lifecycle cost scenarios, using eight cost factors including depreciation, fees and taxes, financing, fuel, insurance, maintenance, opportunity cost and repairs. The lifecycle costs were measured in all 50 states plus Washington, D.C., with the resulting 21,000,000+ lifecycle cost measurements then reviewed to determine the winning vehicles.

Ready to Talk about Fleet Management Yet?

incentives. These incentives are based on orders received via the Commercial Fleet Department, according to the automaker.

Vehicles sold through dealer stock/inventory do not qualify for these incentives. Vehicles with manual transmissions are not eligible for a Commercial Fleet Incentive. The Sonata Hybrid and Turbo are eligible, however.

The Courtesy Dealer Delivery Fee, contributed on behalf of HMA, will once again be \$250 per validated vehicle delivery to the HMA franchised dealer.

Vehicle	Incentive
Accent	\$750
Sonata	\$2,000
Sonata Hybrid	\$2,000
Elantra	\$1,000
Santa Fe	TBD
Azera	\$500
Tucson	\$1,000
Genesis	\$2,000
Equus	\$2,000

Kelley Blue Book's Kbb.com Names 10 Best Green Cars of 2012

Business Fleet

Editors from Kelley Blue Book, a provider of new and used car information, announced April 18 the "10 Best Green Cars of 2012."

New for 2012, the editors not only name what they feel are the 10 "Best Green Cars" of the year, but also rank their selections. Kbb.com's editors look at fuel efficiency, but also weigh factors such as value, features and comfort in putting together this year's collection of exceptional efficiency experts.

Kbb.com's 10 Best Green Cars of 2012:

- 1 - Toyota Prius c
- 2 - Nissan Leaf
- 3 - Mitsubishi i
- 4 - Chevrolet Volt
- 5 - Honda Civic
- 6 - Volkswagen Passat
- 7 - Lexus CT
- 8 - Hyundai Elantra
- 9 - Chevrolet Malibu Eco
- 10 - Scion iQ



\$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!](#)

NSC White Paper Details Employer Liability From Crashes Caused By Distracted Driving

Automotive Fleet

The National Safety Council (NSC) released a new free white paper called "Employer Liability and the Case for Comprehensive Cell Phone Policies," which cites examples of the cost to employers of on-the-job crashes caused by distracted driving.

The white paper highlights some of the dollar figures associated with specific court cases that involved crashes of company-owned vehicles caused by distracted driving (due to cell phone use, for example). It also provides an overview of current laws designed to prevent distracted driving and guidelines for employers.

In one case cited in the white paper, the plaintiffs received a total of \$24.7 million from three cases involving a crash that killed three people and seriously injured 15 others. A tractor-trailer driver was checking his cell phone when his vehicle ran into 10 vehicles that had stopped in freeway traffic.

In another case, a jury found the driver of a company vehicle, and the company, liable for \$21.6 million. The crash resulted in a fatality, and phone records showed that the employee whose vehicle rear-ended another was using a cell phone at the time of the crash.

The National Highway Traffic Safety Administration and the Federal Motor Carrier Safety Administration estimate on-the-job crashes cost employers more than \$24,500 per property damage crash. Both organizations found that the cost rises to \$150,000 per injury and to as much as \$3.6 million per fatality.

NSC also released updates to its free Cell Phone Policy Kit and cognitive distraction white paper, "Understanding the Distracted Brain: Why driving while using hands-free devices is risky behavior," according to the organization.

Understanding Airbags

by Adam Berger



Doering has recently taken several phone calls from concerned fleet managers and drivers concerning airbag operation and concerns stemming from recent car accidents.

Airbags are used to save lives, but their operation is not well understood. This may be a useful clip to pass on to community members and drivers who have not had the experience of a car accident in which an airbag was deployed.

The car accident itself is frightening, but opening one's eyes to a vehicle filled with white powder causes panic and often a belief that the vehicle is engulfed in smoke. That is not (typically) the case in an airbag



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.

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.

deployment, though technically there could be a separate fire unrelated to the airbag operation.

Airbags were developed in WWII for airplanes. Although the patents started in the 1950s, airbags did not appear in automobiles until the 1970s. The first car maker to install airbags in every model was Chrysler in 1988. Airbags have been required on every new American vehicle since 1998. So far there are no federal requirements for side airbags.

Airbags appear exactly when needed and protect the passenger from the rapid deceleration caused by hitting the car frame at crash speed. It is important that the airbag start deflating as soon as it is hit. It accomplishes this by having thousands of tiny holes. The force of the collision starts deflating the airbag and decelerates the passenger at the perfect rate to minimize injury. A spring holds a ball at one end of a cylinder. When a sufficient force is applied from the right direction, the ball moves to the other end of the cylinder, making an electrical connection. A small amount of a chemical that is used to launch fireworks is exploded into the airbag. Another chemical in the airbag combines with chemicals from the explosion to make a small residue of inert chemical and an enormous quantity of nitrogen gas. The white powder seen when an airbag inflates is not from the explosives. It is talcum powder that was put in to keep the airbag flexible during its long storage. Airbags tear open the center of the steering wheel. Side airbags tear open the seats. Curtain airbags tear open at the headliner. All of this is by design. Airbags save lives. They also reduce injuries. By providing a carefully controlled gradient of deceleration, the human body comes through the crash relatively unharmed. That said, airbags "cause" some minor injuries in some cases, but they are clearly far less injurious than the alternative. It is possible to be injured by an airbag. Usually this is caused by the passenger hitting the airbag early. The National Highway Traffic Safety Administration recommends that passengers set at least 18 inches from an airbag.

Contributions by eHow.com

Read more: [Why Are Airbags Important?](#)

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

This eZine provided by Doering Leasing Co. and Doering Fleet Management.

Please call me directly with any questions at 414-431-4320. We are advocates of educating -- you and ourselves. We are advocates of logical reasoning and diligent work. We're practitioners offering expertise and service as part of long-term partnerships. We have satisfied clients. If you're not one already, contact us to see if fleet management and/or leasing makes sense for you.

Sincerely,

Adam Berger
Vice President of Sales
Doering Leasing Co.
Doering Fleet Management
d 414.431.4320
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](#)

 SafeUnsubscribe™



his email was sent to adam doeringleasing.com adam_doeringleasing.com
nstant removal with [afe_nsu_seri_e](#) [Privac_Polic_](#)

Doering Leasing Co. 1 . 11 th Court Milwau ee 22