

# DOERING LEASING CO.

## eZINE

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### FUEL MANAGEMENT PROGRAM

A properly utilized fuel card program can securely track fuel grade and usage, monitor MPG, detect and 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 their way to go to a specific branded station. Fuel cards are not credit cards, further preventing fraud and accidental loss.

No driver fuel reimbursement is required, equating to reduced administration.

Issue: # 44

December 2014

Dear Adam,

Happy Holidays from Doering Leasing Co.!



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

### Changing IRS Tax Benefits

To read Adam Berger's recent article on the changing IRS tax benefits, click [here](#).

### 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

Doering Fleet Management offers a comprehensive fuel card program underwritten by WEX, formerly 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  
PROGRAM**

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

Managed maintenance institutes preventative maintenance schedules and results in reduced maintenance costs and improved vehicle resale value. Nationwide maintenance management includes online management reporting on your fleet across the nation. 20% net savings are commonplace.

Consistency in vehicle maintenance is restored as drivers no longer are tasked with authorizing maintenance or paying for it. Maintenance is approved and paid centrally by Doering's A.S.E. certified mechanics.

**NATIONWIDE TITLE  
AND REGISTRATION  
MANAGEMENT**

**BEHIND THE WHEEL  
DRIVER TESTING**

**ACCIDENT  
MANAGEMENT**

**PERSONAL MILEAGE**

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.

**Ward's Names 10 Best Engines of 2015**

*Automotive Fleet*

Ward's 10 Best of Engines of 2015 includes powerplants offered in the Ram 1500 EcoDiesel, Chevrolet Corvette Stingray, and Ford Fiesta, the publication has announced.

The closely-watched list also includes a hydrogen fuel-cell and the 707-hp V-8 under the hood of the Dodge Challenger SRT Hellcat.

The full list includes the 127-kW Electric Motor (BMW i3 electric vehicle); 6.2L OHV V-8 (Chevrolet Corvette Stingray); 6.2L Supercharged OHV V-8 (Dodge Challenger SRT Hellcat); 1.0L Turbocharged DOHC 3-cyl. (Ford Fiesta); 100-kW Fuel Cell (Hyundai Tucson FCV); 1.5L Turbocharged DOHC 3-cyl. (Mini Cooper); 3.0L Turbodiesel DOHC V-6 (Ram 1500 EcoDiesel); 2.0L Turbocharged DOHC H-4 (Subaru WRX); 1.8L Turbocharged DOHC 4-cyl. (Volkswagen Jetta); and 2.0L Turbocharged DOHC 4-cyl. (Volvo S60).

**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.

"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

## REPORTING

### AND MUCH MORE!

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

Our expert staff will gladly speak to your organization or group on topics such as buy vs. lease, fleet management and best practices.

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

### Iowa to Replace Driver's License with Mobile App

#### *Automotive Fleet*

Iowa's Department of Transportation is developing a smartphone app that would replace a traditional driver's license printed on a plastic card that may be ready in 2015.

The app is now in development for iOS and Android phones. It could be ready in 2015 once the DOT works out concerns about privacy and security.

The app would display the same information on a printed license in digital form on a phone and could cut down on the use of fake IDs. However, one concern is how a police officer would interact with someone's smartphone during a traffic stop.

### **DOERING LEASING CO.**

*Trouble budgeting for fleet costs?*

*Looking for predictable costs for vehicles, maintenance, and fuel?*

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

## How to Drive Safely in Winter Weather



## **WE CAN HELP.**

***A free fleet evaluation from Doering is available. Doering recommends only what is necessary, creating a custom plan for you or your firm.***

***Leasing is safer and more flexible than ownership and provides capital and preserves credit lines, whether or not they are needed. Leasing provides predictable costs and tax benefits year over year.***

***Doering Leasing Co. continues to operate with availability to capital for credit-qualified clients in the same method that has been used in the fleet industry for over 70 years.***

### **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

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.

### **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.

tires that plagues the landscape, construction, contracting, refuse/recycling, and agricultural industries, according to the company.

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.

## Ready to Talk about Fleet Management Yet?



**\$2242 per car.** That is the average savings Doering provided to new clients per vehicle in 2013. That is cash savings. Add to that tax benefits and cash flow. 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 firm substantially.

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

Still thinking? Doering Leasing Co. has sold clients' used vehicles on average 30-40% over popular car valuation tool values, translating to thousands of dollars back to those companies. In some cases, Doering has sold cars 50-100% over KBB and Edmunds values. That translates to more cash in your pocket, not the dealer's.

**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 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**  
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**Doering Leasing Co.**  
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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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