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Institute preventative maintenance schedules and improve vehicle resale value while minimizing maintenance costs.

Consistently maintain your

Issue: # 44

February 2015

Dear Adam,

The market is changing. Your needs and circumstances change. 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! Doering wants to be your source for knowledge.

Factors Impacting Sales of Alternative Fuel Vehicles

Automotive Fleet

There are many reasons for an individual, company, or fleet buyer to consider and choose hybrids, electrics, or other alternative-fuel vehicles. Whether the selection is determined by an ecological point of view or with the goal lower certain operating costs, one factor is the same for both: the level of sales penetration over the past four to five years.

Through September 2014, according to data from www.hybridcars.com, hybrid vehicle sales increased, but the percentage of total sales at 2.88 percent was less than the previous year's 3.32 percent. Plug-in hybrid and total electric vehicle sales increased slightly for 2014, but still made up just over one-third of 1 percent of total sales. Another alternative fuel, diesel, within the car and utility models, increased in 2014 to 0.89 percent. There are other alternative fuels that have garnered interest, such as compressed natural gas (CNG) and liquefied propane gas (LPG), with the majority of these used in more commercial applications.

For fleet users, some of the factors that are part of the decision to "go green" continue to be acquisition costs, which can change often due to product price adjustments from various manufacturers, as well as the availability of state and federal tax incentives that are in effect or are running out.

Range limitation and infrastructure of public charging stations or CNG filling stations come into play. Total new-vehicle sale average mpg hit a record high of 24.1 mpg for calendar-year 2014. Couple that with the mid-size internal combustion engine (ICE)-powered cars that are consistently rated in the mid-30s mpg range, and it all makes the return on investment (ROI) take even longer to balance out.

Conversations at the recent 7th Annual Green Fleet Conference and Expo presented by Bobit Business Media highlighted a difference in how

fleet across locations and drivers. 20% net savings 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.

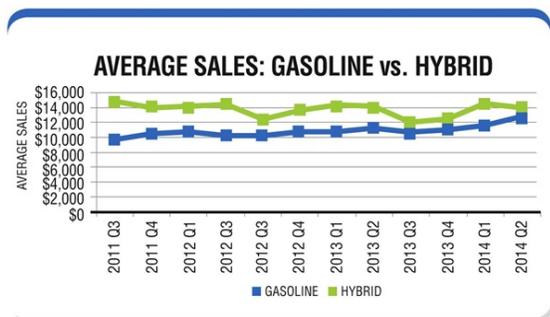
Drivers have their choice of the least expensive fueling locations. There is no need to drive out of the way to go to a specific branded station. Fuel cards are not credit cards, further preventing fraud and accidental loss.

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

"going green" is perceived. From the retail consumer's point of view, other than just being green, cost of entry, corporate image, and ROI are major decision-making factors. For many commercial or government fleets, it is all about mandates to sustainability.

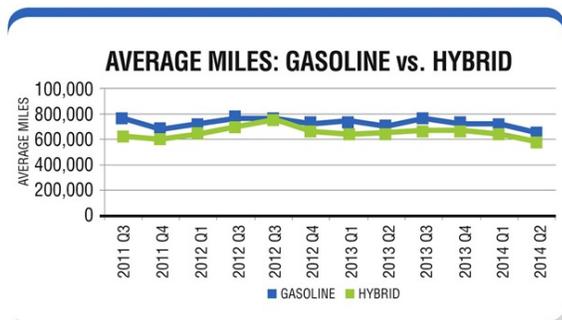
Detailing Gasoline vs. Alt-Fuel Variances



Based on data gathered by Black Book from many of the major fleet management companies, even with higher fuel efficiency of hybrid vehicles, gasoline-powered models, over the past three years, have been driven more miles during their in-service time than hybrid models. We also know that the additional technology included in hybrids makes the new price higher. The actual dollar variance for the hybrid models to traditionally powered models over the past three years has been as much as \$4,000, gradually narrowing to less than \$2,000. As a percentage of new cost, the hybrid market continues to trend on the lower side compared to the ICE models.

As we continue to track and report used-market values, the most direct cause falls to the steadily decreasing price of gasoline at the pump combined with the increasing fuel economy of all vehicles being sold.

Another segment of the alternative-fuel industry has been around for almost as many years as traditional gasoline-powered vehicles: diesel. There is a premium cost for new models just as with the hybrid models, but the difference is the actual return of the new price premium after three years of use.



Of 13 car, utility, and light-duty pickup models, four models actually return greater than 100 percent of their new premium and another six models retain from 76 to 96 percent of the new premium cost. These returns still prevail even when the cost of diesel fuel consistently runs 30-40 cents more per gallon.

The third most recognized alternative fuel, compressed natural gas (CNG)/liquefied natural gas (LNG), continues to be used more within the commercial fleets. This fuel works extremely well with usage that begins and ends at home base. Why the advantage here? It all falls back on the fueling infrastructure. Another challenge is tracking the resale of the

widely accepted. Contact your Doering representative for more information!

Fleet Safety Tip: Sharing the Road With Snow Plows



Business Fleet

Here are a few tips for sharing the road with snow plows:

Keep your distance and don't assume plow drivers can see you. Their field of vision is limited. In addition to the blind spots of a traditional car, the snow that a snow plow stirs up may also limit the driver's visibility. To be safe, stay 70 feet (four car lengths) from the plow truck so the driver can see you.

Use extreme caution when passing a plow. Attempting to pass a plow truck can be extremely dangerous. The wing plow blades of any given truck can extend 2 to 10 feet beyond the width of the truck, and they are often hard to see because of the snow they push to the sides while plowing. If you must pass, make sure the driver is aware of your intentions.

Remember that snow plows push snow to the right, so avoid passing them on this side. Turn on your lights. See and be seen by keeping your headlights on while driving in the snow.

How to Avoid Parking Lot Crashes

CNG models. Many either are run for their entire usable life in one fleet or get traded prior to reaching the wholesale channels. We feel this will continue until a more widespread infrastructure is established.

Being green and sustainable means different things to different users. From basing decisions on analytical data, cost of entry, and return on investment, actual selection will vary by user and their "charge."

NADA: Leasing Increasing New-Vehicle Deliveries

F&I Showroom

Leasing is leading the charge when it comes to new-vehicle deliveries, according to the National Automobile Dealers Association's February installment of its Used Car Guide Perspective report.

According to the publication, which relies on data from IHS Automotive, the recovery in new deliveries has been spearheaded by exceptional growth in consumer leases - with personal lease registrations improving by an annual average of about 18% since 2011, while personal loans grew by 8%. And in 2013, leases soared by 31%.

Additionally, leasing comprised approximately 25% of new vehicle deliveries to consumers in 2014 - just a few points shy of 1997's all-time high share of 27.6%, according to the NADA. Fleet leasing penetration is substantially greater with over 80% of Fortune 500 companies leasing.

Due to the recovery in new vehicle sales, more used vehicles will become available. And the rapid rise in leasing combined with the program's shorter holding cycle means that volume growth for younger models will rise more dramatically than it will for older vehicles.

The trend has the NADA estimating late-model supply will grow by more than 900,000 units to 11.97 million in 2015, an increase of more than 8%. Meanwhile, off-lease volume is expected to increase by 20% to 2.35 million, while retail supply is forecast to jump by 7%, reaching 6.94 million units.

The association believes late model supply will rise by an additional 1 million-plus units per year in both 2016 and 2017, to reach 14.1 million units by the end of the period. This would place supply within striking distance of 2007's 14.6 million units.

As for older model supply, the NADA expects that the Great Recession's legacy will continue to push volume lower on a like-age basis for a few more years. Supply for the group is unlikely to rise until 2019, and it will be even longer before the volume returns to pre-recession levels, according to the association.

Ready to Talk about Fleet Management?



Automotive Fleet

Parking can be a nerve-racking experience for fleet drivers, and for good reason: About 14 percent of all vehicle collisions that result in damage occur in parking lots, according to the Insurance Institute for Highway Safety (IIHS).

It's true that the increased prevalence of rear-view cameras in vehicles has made it easier for drivers to safely back out of parking spaces, and the National Highway Traffic Safety Administration (NHTSA) has mandated that all new automobiles include some type of rear-view camera by 2018. **However, rear-view cameras alone are not 100-percent reliable when it comes to avoiding parking lot collisions.**

Scanning the Surroundings According to Art Liggio, president of Driving Dynamics, apart from rear-view cameras, it is crucial for drivers to be fully aware of their surroundings while driving in and out of parking lots due to all of the quick and unpredictable activity that can take place, such as vehicles backing out and pedestrians walking through the parking aisles.

Another strategy Liggio recommended for avoiding parking lot crashes is finding parking areas where drivers can move up to the forward space if it is not occupied by another vehicle, and if the parking lot is straight and not angled.



\$2310 per car. That is the average savings Doering provided to new clients per vehicle in 2014. Compounded with a host of other benefits and savings, a fleet management plan 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 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, FOR A FREE FLEET EVALUTION!](#)

Insurance Institute's Top Safety Picks Nearly Double

Automotive Fleet

The number of 2015 model-year vehicles earning either of two awards from the Insurance Institute for Highway Safety has jumped to 71 from 39 at this time last year, giving fleet managers more choices for optimum protection in crashes.

The finding comes during a year that's expected to set a record for the number of recalls for older model-year vehicles. The number of vehicles recalled in 2014 is expected to exceed 58 million.

The number of 2015-MY winners in the top tier - Top Safety Pick+ - has increased by 11 for 2015, despite a tougher standard for front crash prevention. Toyota Motor Corp. has the most models on the list.

To view the full list of the award winners, [click here](#) and scroll down.

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 many 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 Fleet Management
d 262-395-4961
e adam@doeringfleetmanagement.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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