

DOERING LEASING CO.

January 2010-- HAPPY NEW YEAR! Great information on the auto industry, personal and fleet vehicle news, and nuggets of valuable information! Get comfortable -- there is a lot to learn.

Issue: 23

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Greetings!

Doering Leasing Co. welcomes our clients and future clients alike! We appreciate your time, attention and business greatly. We are focused on your success and satisfying your fleet needs.

DID YOU KNOW? - Now is a great time to shed unutilized and underutilized vehicles. The used market is incredibly strong and values remain high. Used vehicles that sit idle tie up capital unnecessarily and break from lack of use and "lot rot," not to mention tie up valuable capital.

MUCH more information is available on doeringleasing.com in the newsletter archive! We enjoy sharing our expertise, knowledge and industry information with you such that you can make more informed decisions. We love to hear your comments and ideas.

TOYOTAPOCALYPSE



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RELIGIOUS/NON-PROFIT LEASING REPORT

Doering Leasing Co. has been hard at work ordering vehicles for the spring of 2010 vehicle deliveries.

Doering offers both fleet leasing and fleet management services to organizations which BUY OR LEASE vehicles.



Toyota's recently announced a floor mat recall. This week the **sale and production** of eight models was be immediately halted pending resolution to a problem reported with gas pedals and the unwilling acceleration of vehicles. As of today, Toyota has a proposed resolution in front of the NTSB. This report spread to Europe and Asia, ceasing sales and production.

Doering typically steers clear of jumping on the bandwagon of such sensationalized stories, but must report on this subject for a few reasons: Toyota produces the best-in-class vehicles in the majority of car classes, measured in terms of value, lifecycle cost and depreciation. They are ideally suited for fleet use and gain the acceptance of the wide swath of drivers. Despite this issue, Toyota will remain a very pivotal player in the future. Drivers may have soured tastes on Toyotas in the short-term, but it must be understood that Toyota is dealing with this swiftly and broadly to stem any major problems. Our intent is to report on this factually and manage the panic. Interestingly, the only models affected are American-built models to date. The Japanese built models (those with a "J" as the first letter in the VIN) are unaffected at this time.

The following vehicles are affected by the recall:

2009-2010 RAV4
 2009-2010 Corolla
 2009-2010 Matrix
 2005-2010 Avalon
 Certain 2007-2010 Camry
 2010 Highlander
 2007-2010 Tundra
 2008-2010 Sequoia

No Lexus, Scion Prius, Tacoma, Sienna, Venza, Solara, Yaris, 4Runner, FJ Cruiser, Land Cruiser or Camry hybrid models are involved.

Toyota is being as proactive as it possibly can in resolving this, fearful of tarnishing its stellar image for quality and consistency. The sales shut down is government mandated, but comes a week after Toyota recalled 2.3 million cars for what it deemed a problem with floor mats causing accelerator pedals to stick. It's since been revealed by the major media outlets that the floor mats are not responsible for all of the "unintended acceleration" complaints.

In the medium term, this poses a huge problem for Toyota dealers, who may not be able to sell their inventory or receive shipments of new cars for weeks, possibly months, until the problem is identified and solved. Toyota's sterling reputation and high owner loyalty is at stake here, and this development could reverse the fortunes of what has become the world's #1 automaker.

BOTTOM LINE: Immediate put the vehicle in neutral should any unintended acceleration occur. Fighting acceleration with the brake pedal is not recommended. Toyota is accepting every vehicle drivers wish to return and will pay for a rental vehicle. Dealers are instructed to "impound" cars that arrive so be sure you want your vehicles "impounded" before

For organizations that buy, Doering helps institute best practices, negotiate rebates, provide advisory services and vehicle selection analysis, maintenance plans, and fuel card programs.

Experts help in every aspect of running your organization - experts on your finance committee, your outside accountant, attorney, and insurance agent all make educated and informed recommendations. They are working on your behalf to add value and deliver results. Doering, too, is working on your behalf. Having done so for over 20 years in the non-profit sector, Doering delivers the best service - consistently and enthusiastically.

GET EDUCATED ON FLEET MANAGEMENT AND LEASING OPTIONS! You will be pleasantly surprised by the benefits offered. **Sale-and-leasebacks are increasingly common as they generate capital immediately, capital that can be invested and utilized for current and future needs.**

J. Paul Getty teaches: "Buy assets that appreciate; lease assets that depreciate."

The ability to pay cash for vehicles is something to be proud of; it is just not the best use of capital long-term. Layer

heading to the dealer.

MORE INFORMATION ON SYMPTOMS OF THE PROBLEM AND HOW TO HANDLE IT RELEASED BY TOYOTA 1/28/2010:
[CLICK HERE](#)

Some content courtesy of *AutoFinanceNews.com*

Green Fleet News and Information to Green You

Doering Leasing Co. is leading the charge in green fleet management. As an [EPA SmartWay](#) partner, our staff helps clients manage fleet choices to maximize fuel efficiency, usable life and minimize the carbon footprint -- all the while doing so with a sound economic footing. It is critical to remember that being green is terrific for the environment and planet long-term, but short-term it is critical to exploring what, if any, green premium there is in your fleet and if it is a justifiable additional cost.



EPI Announced US Fleet Decreasing:

America's century-old love affair with the automobile may be coming to an end. **The U.S. fleet has apparently peaked and started to decline. In 2009, the 14 million cars scrapped exceeded the 10 million new cars sold, shrinking the U.S. fleet by 4 million, or nearly 2 percent in one year.** While this is widely associated with the recession, it is in fact caused by several converging forces, reports Lester Brown of the Earth Policy Institute.

Future U.S. fleet size will be determined by the relationship between two trends: new car sales and cars scrapped. **Cars scrapped exceeded new car sales in 2009 for the first time since World War II**, shrinking the U.S. vehicle fleet from the all-time high of 250 million to 246 million. It now appears that this new trend of scrappage exceeding sales could continue through at least 2020.

Among the trends that are keeping sales well below the annual figure of 15-17 million that prevailed from 1994 through 2007 are market saturation, ongoing urbanization, economic uncertainty, oil insecurity, rising gasoline prices, frustration with traffic congestion, mounting concerns about climate change, and a declining interest in cars among young people.

Japan may offer some clues to the U.S. future. Both more densely populated and highly urbanized than the United States, Japan apparently reached car saturation in 1990. Since then its annual car sales have shrunk by 21 percent. The United States appears set to

on the benefits and expertise a fleet management firm provides and you have a very compelling case for leasing. **Budget, invest, track, manage....**

**You hire the best attorney,
best insurance agent & best CPA for your needs --
Do the same with your fleet management firm!**

ALG Perceived Quality Study Results Announced

1st - Toyota
2nd - Honda
3rd - Volkswagen (was 5)
4th - Naissan (was 4)
5th - Ford Trucks

Ford cars showed the strongest year-over-year improvement in perceived quality.

"Toyota and Honda consistently lead the industry when it comes to perceived quality," said James Clark, general manager of ALG. "These companies have maintained a long history of durable and reliable powertrains, which resonates with consumers and often leads them to rate other characteristics like safety and design positively as well. Volkswagen's emotionally appealing designs have helped strengthen perceptions of its overall brand and lift VW into third place."

[FULL RESULTS](#)

follow suit.

GREEN TRUCK/BUS EXPERTS

Doering Leasing Co. has been working on several "green" hybrid trucks and buses. The process can be arduous, navigating the various tax credits, grants, and timing issues. Rely on the experts to navigate this process and minimize costs..

AUDI MODELS

Audi confirmed it will launch five new models in 2010: the A1, A7, A8, R8 Spyder and the **Q5 Hybrid**. By 2015, the Audi brand will have enlarged its product portfolio from currently 34 to 42 models. "With our planned investments in new products and mobility concepts, for example electric propulsion, we are creating a basis for our company's future growth," says Axel Strotbek, member of the Board of Management for Finance and Organization at AUDI AG.

Next year Audi will launch a series of new cars. The A1, A7, A8 and R8 Spyder will be added to the product portfolio during 2010. At the end of 2010 Audi will unveil the Audi Q5 Hybrid, which will reach the market at the start of 2011 as the brand's first full hybrid model. As Strotbek points out, "We will be in a position to finance all our planned investments from our operative cash flow."

SMARTWAY CERTIFIED TIRES:

Three Toyo Tire U.S.A. Corp. premium commercial tire lines have received SmartWay verification from the United States Environmental Protection Agency (EPA): the M137 steer tire, M127 trailer tire, and M657 drive tire.

Fuel Economy Tips of the Month

Infiniti's Eco Pedal, which talks back to the driver, aids the driver in saving fuel and encourages eco-driving behavior.

FLEET FUEL ECONOMY TIPS

so simple you might slap yourself:

- Get good directions / use GPS navigation
- Reduce cargo
- Shut off A/C when possible
- Reduce hard acceleration (lights, passing)
- Increased following distances reduce fuel use (less on-the-gas-off-the-gas activity)

[MORE TIPS HERE](#)

HAVE YOUR DRIVERS "**[GREEN DRIVER CERTIFIED.](#)" It takes about 30 minutes and could save you hundreds of dollars in fuel each year. Johns Manville and hundreds of large organizations have already done this and are reaping the benefits.**

Adam Berger, Doering
Leasing Co.

2010 IRS Mileage Rates

Beginning on Jan. 1, 2010, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 50 cents per mile for business miles driven
- 16.5 cents per mile driven for medical or moving purposes
- 14 cents per mile driven in service of charitable organizations

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for any vehicle used for hire or for more than four vehicles used simultaneously.

In addition to periodic Ezines, Doering sends newsletters and other useful information. We guarantee it to be useful.

[Join Our Mailing List!](#)

Dodge Sprinter No More - Now Freightliner!

Daimler Vans USA is announcing competitive new pricing for the 2010 line of Freightliner Sprinter commercial vans in the U.S. market. The 2010 Sprinter lineup is comprised of three versatile models - a cargo van, passenger van and a

Going green is a two-pronged approach:

1) **Selecting best-in-class vehicles that have great "green" characteristics -- fuel economy, reliability, size.**

The second prong is the practical prong that ensures your "green" decisions are also economically justifiable for the organization.

2) **Selecting vehicles with the best lifecycle cost (lowest cost to operate, maintain, insure, and have the lowest depreciation) while ensuring your drivers are in vehicles that meet their practical job-related needs. So many organizations get compact hybrid vehicles but they need mid-sized or full-sized vehicles.**

Go to GreenDriver.com / sign-up for a demo / get your drivers certified now.



Doering Leasing Co. is an EPA SmartWay certified leasing company. Congratulations to Quad/Graphics, Inc. and all other winners on achieving the [Excellence Awards](#).

Fleet Taxation Increases as State Revenues Plummet

Sales and property tax revenues have plummeted, creating widespread shortfalls in government budget funding. Year-over-year, tax revenues declined an average of 12.5 percent over the past four quarters, according to a Nelson A. Rockefeller Institute of Government report issued Jan. 8. The first three quarters of 2009 were the worst decline in state tax collections since 1963, even when adjusted for inflation, the institute reported.

States and other governmental jurisdictions are scrambling to find ways to generate new revenue to offset lower tax revenues and sidestep the political risks incurred when cutting budgets. In addition, unlike the federal government, most states are required to balance their budgets.

Many jurisdictions opted to generate new revenues through motor vehicle-related taxes, such as higher vehicle registration/license plate fees, emissions inspection fees, additional taxes on tires and batteries, and new environmental fees/surcharges for tire disposal and oil recycling. In addition to the expense of new and increased

cab chassis - all powered by an innovative 3.0-liter BlueTEC diesel engine that marks the first-ever use in the commercial van market of a super-clean Diesel Exhaust Fluid (DEF) system.

Overall suggested retail pricing is approximately 6 percent lower than last year. The Sprinter cargo van starts at \$35,995, while the cab chassis begins at \$34,270, and pricing for the passenger van begins at \$39,820. All prices exclude destination charges set at \$980.

DOERING LEASING CO.

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.

The collapse of the Big 3's leasing companies is not a sign of any market change away from leasing, but rather their inability to access capital in an incredibly capital-intensive industry with low margins. In the case of the Big-3, systemic losses due to unrealistic residual values put the nail in the coffin and sealed their fate. The Big 3's captive leasing companies were losing on average \$3500 or more on each lease-turn-in.

taxes, there is also a hidden corporate expense of increased tax administration.

Even with the inevitable upturn in the economy, state and local tax revenues tend to lag behind by a year due to the time it takes for tax collections. Consequently, tax revenue shortfalls will persist for the foreseeable future.

Fleet Taxes Trending Upward

In 2009, of every \$100 spent on fleet, \$5 was consumed by taxes. This compares to \$4.10 in 2006 and \$3 in 1983. This cost promises to increase further in the coming years, especially in an era of (record and ongoing) governmental deficit spending. Not only has the total dollar amount of taxes increased, but so too has the complexity of taxes as the number of jurisdictions imposing them continues to proliferate. Compounding this complexity is that fleet taxes vary nationwide because there is no uniformity between states or even within a state.

All states and other governmental jurisdictions are looking for ways to generate more revenues with new taxes, many of which impact commercial fleets. One example is an accelerated sales tax. There are 15 states with an accelerated sales tax paid at the start of the lease, based on either vehicle cost or a specified portion of the lease rental stream, depending on the state's rules. The remaining states that impose a sales tax continue to tax a vehicle on the lease rental stream....THANKFULLY.

Hidden 'Taxes' Offset Decreased Revenues

Many local governments rely on traffic fine revenues to balance budgets and supplement law enforcement budgets. Many jurisdictions are seeking to improve this revenue stream with more aggressive enforcement of traffic and parking violations.

Another growing trend in fleet taxation is aggressive tax audits. More states are using audits to uncover additional revenue sources. There has been an increase in the number of intent-to-audit from state and local jurisdictions on income, sales and use, and personal property taxes. Personal use of company-provided vehicles is also in the crosshairs of the IRS as the federal government cracks down on what it perceives as abusive practices in not paying required employer and employee withholding taxes. Industry-wide, personal use tax recordkeeping is haphazard, ranging from well-managed to less than adequate - these fleets are at risk of an audit. Some of the best-managed personal use tax recordkeeping programs are found at fleets that experienced an earlier audit. .

As the adage goes, there are two certainties in life - death and taxes.

Taxes are ubiquitous, multiplicative, and never-ending.

Death is a one-time event.

Business Fleet

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 as has been used in the fleet industry for over 70 years. Residual values are set accurately to reflect market conditions. The most promising aspect is lower acquisition costs across the board.

Doering Remarketing Grows in Depth & Breadth

Doering Leasing Co. has operated a remarketing department for 20 years.

Doering added the following services to satisfy the demands of our customers in addition to the traditional fleet remarketing duties. You may find them useful in your fleet. Doering is dynamic and trying to help fleets focus on core competencies to every extent possible:

- Owned Vehicle Remarketing (cars, trucks, equipment)
- Nationwide Owned Vehicle Disposition
- Internet Remarketing
- Used Vehicle Acquisitions for Fleets

and much more!

Ask your Doering Fleet Manager for more information.

Doering Leasing Co. is adapting to a changing market to meet the demands of our partners and offer value in every

way possible.

New Cars Less Expensive than Used! Really?

At risk of saying "We told you so," Doering has been educating clients about this issue for months.

Edmunds.com said that the deals on some new cars are so generous that they actually make the new car less expensive than the one-year-old used version of the same model.

Some of the cars on the list are:

- 2009 Audi Q7
- 2009 Buick Enclave
- 2009 Mazda B-Series Truck
- 2009 Volvo C30 T5
- 2009 Toyota Highlander Hybrid

The full list of cars and trucks is available [New Cars Cheaper Than Used](#).

To perform this analysis, Edmunds.com compared the vehicles' [True Market Value](#) transaction prices and the interest payments typically made for each vehicle.* Edmunds.com's analysts determined that this month, a shopper can save as much as \$8,460 by purchasing the new car instead of the used car.

Why is this strange phenomenon happening?

"Demand and supply dynamics are causing an increase in used car prices while lowering new car prices across the board, generally speaking," observed Edmunds.com Analyst Joe Spina. "Used cars are in limited supply for three main reasons: first, there are fewer vehicles coming off lease this year because of the recent decline in leasing's popularity and availability. Second, 'Cash for Clunkers' rendered many thousands of used vehicles inoperable and removed them from the scene at an unnaturally high rate. Third, because of the economy people are holding onto their cars longer. Much of the used car supply typically comes from trade-ins for new car purchases, but that is simply not happening at the same level as in past years. Used car sales are only down about three percent despite the shortage in supply, while new car sales are down nearly 25 percent compared with last year."

Some content courtesy of *Business Fleet*

Wholesale Market Remains Strong!

Remarketers that elected to sell before year-end rather than wait for a seasonal price increase in January were rewarded with a greater-than-seasonal average wholesale price increase in December, wrote ADESA's Tom Kontos in his December 2009 Kontos Kommentary column.

Wholesale used vehicle prices in December averaged \$9,939 - a 3.5 percent increase from November and a 10.2 percent increase from prior year, according to ADESA Analytical Services' monthly analysis of wholesale used vehicle prices by vehicle model class.

Wholesale Used Vehicle Price Trends

	Average Prices (\$/Unit)			Latest Month Versus:	
	Dec-09	Nov-09	Dec-08	Prior Month	Prior Year
Total All Vehicles	\$9,939	\$9,603	\$9,022	3.5%	10.2%
Total Cars	\$8,712	\$8,398	\$8,257	3.7%	5.5%
Compact Car	\$6,065	\$6,016	\$5,746	0.8%	5.5%
Midsize Car	\$6,828	\$6,665	\$6,399	2.4%	6.7%
Fullsize Car	\$7,885	\$7,335	\$6,819	7.5%	15.6%
Luxury Car	\$14,601	\$13,881	\$13,331	5.2%	9.5%
Sporty Car	\$11,623	\$11,090	\$10,950	4.8%	6.1%
Total Trucks	\$11,253	\$10,887	\$9,696	3.4%	16.1%
Mini Van	\$7,323	\$7,111	\$6,686	3.0%	9.5%
Fullsize Van	\$8,318	\$8,457	\$6,556	-1.6%	26.9%
Mini SUV	\$10,739	\$10,358	\$8,591	3.7%	25.0%
Midsize SUV	\$10,544	\$10,167	\$9,212	3.7%	14.5%
Fullsize SUV	\$14,009	\$13,354	\$11,826	4.9%	18.5%
Luxury SUV	\$21,177	\$20,448	\$18,657	3.6%	13.5%
Compact Pickup	\$7,073	\$6,954	\$6,527	1.7%	8.4%
Fullsize Pickup	\$11,267	\$11,225	\$9,810	0.4%	14.9%

Source: ADESA Analytical Services. November figures revised.

Kontos said for remarketers who elected to hold off on selling, January should again be a solid month price-wise, with used vehicle supply continuing to be tight and retail demand maintaining its growth as the economic recovery continues. Dealers as well as remarketers can view the strength of new and used vehicle sales in December as a good precursor to retail demand during the tax season.

Prices for all car and truck categories except full-size vans were up in December, and all categories were up versus prior year. Full-size vans are a relatively small-volume segment at auction and small changes in factors such as seller type and vehicle condition month-to-month can have disproportional impacts on average prices. (This also tends to be true for full-size cars, which showed the largest gain in average prices for the month.)

Full-size vans also tend to reflect price trends seen in the medium-duty commercial van market, which has been soft due to weakness in construction, shipping and other applications that require these trucks. Compared to prior-year however, prices for this segment have rebounded nicely - perhaps an indication that construction and commerce are rebounding as the economic recovery gathers steam.

By seller type, manufacturers registered a 2.5 percent month-over-month price increase and a 26.6 percent year-over-year rise;

fleet/lease consignors experienced a 0.7 percent sequential price decrease and a 15.3 percent annual increase. Dealers saw a 2.2 percent average price increase versus November and a 23.2 percent uptick versus December 2008.

ADESA Analytical Services estimates that auction industry inventory levels stood at 38 days at year-end compared to a record 73 days during December 2008 - an indication of tight supply. Conversion rates (units sold as a percentage of units offered) were above the 60 percent industry norm, as demand remains strong for available units.

Based on data from CNW Marketing/Research, retail used vehicle sales in December were up 7.0 percent month-over-month for franchised dealers, 9.5 percent for independent dealers and 8.2 percent overall. Certified used vehicle sales were up 22.3 percent versus November but down 17.9 percent compared to December 2008, according to Autodata. For the full year, certified used vehicle sales totaled over 1.5 million units, down 9.8 percent from 2008's nearly 1.7 million units. The consumer price index for used vehicles rose by 5.8 percent year-over-year in November (latest available) based on data from the Bureau of Labor Statistics.

Contact Doering Leasing Co. for more details.

Texting While Driving Prohibited by Feds - For Truck & Bus Drivers

Truck and bus drivers who travel interstate roadways are now banned from using a handheld device to send text messages, U.S. officials said.

The ban, which is supported by the trucking and bus industry, goes into effect immediately, with violators subject to up to \$2,750 fines, U.S. Transportation Secretary Ray LaHood said during a morning press conference.

"We said the federal government would do everything in its power to send a clear message that texting, talking and driving are potentially lethal activities with very serious consequences," LaHood said. "Today we are sending a strong message. We don't merely expect you to share the road responsibly with other travelers - we will require you to do so."

More than 500,000 people were injured and nearly 6,000 people were killed last year in motor-vehicle accidents involving a driver who was distracted while using a cell phone or texting device, according to the U.S. Department of Transportation.

The hardest part of banning texting and talking on cell phones is enforcement, LaHood admitted. However, he noted that laws requiring seat belts and the laws against drunken driving were also hard to enforce at the start, but raising awareness has helped to get more people to use seat belts and not drive drunk.

LaHood hinted that the cell phone industry might find ways that would alert police that a driver was texting or talking on a cell phone.

Research from the Federal Motor Carrier Safety Administration (FMCSA) found that drivers sending and receiving text messages take their eyes off the road for about 4.6 seconds out of every 6 seconds while texting, Anne Ferro, the agency's administrator, said during the press conference.

At that rate, a driver going 55 mph would travel the length of a football field, including the end zones, without looking at the road, she said.

People who text while driving are 23 times more likely to get in an accident than nondistracted drivers, LaHood said. The agency is working on more regulation to reduce the use of cell phones and other electronic devices among interstate truck and bus drivers, Ferro added.

William P. Graves, president of the American Trucking Associations (ATA), said during the press conference: "We realize that texting on a handheld phone or wireless device while driving substantially elevates the risk of being involved in an accident. ATA does support DOT's action to ban the use of handheld wireless devices by commercial drivers while driving to send or receive text messages."

In September, President Barack Obama signed an executive order prohibiting federal employees from using cell phones or sending text messages while driving government-owned vehicles or with government-owned equipment. The ban took effect Dec. 30, LaHood said.

DOERING RECOMMENDATION - Write a formal vehicle use policy and have each driver agree and sign it. Doering can help with examples and guidelines. The modern vehicle use policy addresses texting while driving.

Parts courtesy of *Work Truck Online*

News That's Fit to Print

COMING SOON - VEHICLE CYCLE TIME - Doering will be writing a white paper on the costs, risks, and implications of extended vehicle cycle times (keeping vehicles longer when business gets tough). Repair shops are happy to take your money, but what is the best use analytically. Comments or questions you want incorporated in this white paper? [EMAIL](#)

HINO - Hino Truck engines were rated #1 most reliable for the second year in a row.

FORD MOMENTUM - For the third time in 17 years, Ford swept

the North American Car and Truck of the Year awards today at the North American International Auto Show (NAIAS), winning both prestigious awards for the 2010 Ford Fusion Hybrid and the 2010 Ford Transit Connect, respectively.

BLACKBOOK SAYS USED PRICES DECLINE - After two weeks of auction sales this year, there has been an increase in attendance and bidding, coupled with a surprising decline in values, according Ricky Beggs of the "Beggs on the Used Car Market."

This past week, 23 of the 24 vehicle segment types decreased in value. The only positive segment was the small volume cargo versions of the minivan market, which had an increase of \$22, said Beggs, managing editor of Black Book.

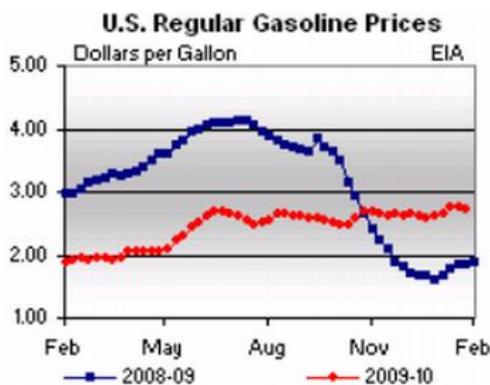
Overall, car segments decreased an average of -\$88 for the week. This was slightly greater than the first week of the year, and also the largest weekly drop since the week ending Nov. 20, 2009.

Within the 14 truck segments, the average change was -\$51, the smallest change in the last three weeks. With just under 1,100 vehicles adjusted each day during the last week, 15 percent were actually increases in value. Overall, the average value of all models went down -\$99.

The seasonal trend is for values to increase at the beginning of the year, Beggs said. However, "due to the better than normal December activity and value movement, the market could be termed more stable.

"As we observed the bidding and on-lane action, the buyers seemed willing to buy with mostly realistic bids reflective of the current Black Book values. It just seemed that the sellers were hoping and holding out for an early year market increase. You can rest assured one or both sides will make a move in the near future," Beggs said.

US GASOLINE PRICES 08-09 vs 09-10



Significance of the Data:

- US gasoline prices are staying flat for now
- Were down slightly from a week ago - less than one cent

- Prices increased in the summer and have been relatively flat since then
- Forecasters say the average price will surpass \$3 a gallon this year

Gasoline and Diesel Fuel Update - Jan. 25, 2010

RE-RUN: Problems With Driver Reimbursement & Allowance Programs

NEARLY 80% OF EVERYONE WHO READ THE LAST DOERING EZINE READ THIS ARTICLE. PLEASE PASS IT ON TO PEOPLE WHO WILL FIND IT USEFUL, COLLEAGUES, FRIENDS, AND DECISION MAKERS.



Doering Leasing Co. recently published a white paper on the topic of the liability, tax, cash flow, and administrative implications of driver reimbursement and allowance programs. Please click on the link below to the WHITE PAPER from the doeringleasing.com website.

[REIMBURSEMENT AND ALLOWANCE WHITE PAPER](#)

This January 2010 EZine provided courtesy of Adam Berger

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