

From: Adam Berger <adam@doeringleasing.com>

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

Reply: adam@doeringleasing.com

DOERING LEASING CO.

eZINE

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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: # 34

July 2012

Dear Adam,

Focused on the success of your fleet, small or large, 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 better us and ensures our decisions are well-informed!

LET'S GO



NHTSA Proposes 'Brake-Throttle Override' Regulation to Prevent Unintended Acceleration Incidents

Automotive Fleet

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) has proposed new safety standards for vehicles that would add a "brake-throttle override" to vehicles. This feature is designed to ensure a driver can stop a vehicle if he or she depresses the brake and accelerator pedal at the same time. The change is designed to reduce the risk of high-speed unintended acceleration and prevent crashes due to a stuck, or trapped, accelerator pedal.

According to NHTSA, the proposed change would amend Federal Motor Vehicle Safety Standard (FMVSS) No. 124, Accelerator Control Systems. The change would update the throttle control disconnection test procedure for all passenger cars, multipurpose passenger vehicles, trucks and buses of any weight. For vehicles with Electronic Throttle Control (ETC), and a GVWR of 10,000 lbs. or less, the proposal would also require manufacturers include a Brake-Throttle Override (BTO) system.

AT&T Saves 2.5 Million Gallons of Gasoline in 2011

Automotive Fleet

Alternative fuels continue to play a significant role in AT&T's commitment to going green, according to the company's recently released 2011 Sustainability Report.

In 2011, AT&T built upon its ongoing efforts to better manage energy, invest in alternative-fuel sources, and encourage the use of renewable resources. **Wireless fleet management solutions for commercial truck and van fleets also helped to reduce idle time, better manage miles driven per day, improve route planning, and reduce travel time and costs.**

At the end of 2011, AT&T had 5,114 alternative-fuel vehicles (AFVs) in service, including: 3,469 compressed natural gas (CNG) vehicles; 1,617 hybrids; three all-electric vehicles (a Smith Newton cargo truck in St. Louis and two Ford Transit Connect Electric vans in Dallas and Los Angeles); and 25 extended-range electric vehicles (Chevrolet Volts), located in nine states nationwide.

According to AT&T, the deployment of the CNG vehicles alone helped the company avoid the purchase of more than 2.5 million gallons of unleaded gasoline in 2011, and will continue the same progress each subsequent year.

[This article does not speak to ROI, just fuel saved]

Kbb.com Predicts Impact of 10 Cars Being Discontinued in 2012

Automotive Fleet

**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.

**Toyota and Lexus
Vehicles and
Manufacturing
Facilities Receive J.D.
Power IQS Awards**

Toyota Fast Facts

J.D. Power and Associates today announced that five Toyota and Lexus vehicles captured segment awards and five Toyota manufacturing facilities in Japan and North America won plant awards in the 2012 Initial Quality Study (IQS), more than any other automaker in both categories.

The study also found:

- Lexus repeated as the No. 1 overall nameplate
- Toyota has fewer problems than the premium brands industry average
- 15 Toyota, Lexus and Scion models ranked in the top three of the segments they compete in
- Corolla is the highest performing non-premium model, it also ranks fifth overall
- The all-new Prius v garnered second place in a closely contested segment
- The redesigned Camry scores even better than last year's model
- The Lexus ES 350, LS and RX each won their segments
- Scion tied for 26 in the study

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.

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

Kelley Blue Book announced a list of 10 vehicles being discontinued after the 2012 model-year, providing commentary about each car and the plans each automaker has to fill the void left by the outgoing model. The 10 vehicles being discontinued in 2012 are:

- 2012 Dodge Caliber
- 2012 Kia Sedona
- 2012 Mitsubishi Eclipse
- 2012 Mitsubishi Galant
- 2012 Mazda CX-7
- 2012 Lexus HS Hybrid
- 2012 Mercedes-Benz R-Class
- 2012 Hyundai Veracruz
- 2012 GMC Canyon
- 2012 Chevrolet Colorado

According to KBB, the 10 vehicles headed for retirement this year fall into two camps of expected depreciation. First, the Dodge Caliber, Kia Sedona, and Mitsubishi Galant already are significantly more affordable than comparable vehicles in their segment, and they likely will continue to underperform as time goes on.

KBB said it does not expect a significant drop in value for the Kia Sedona as it also is considerably cheaper than its segment counterparts. In addition, the used versions of the Mercedes-Benz R-Class and Hyundai Veracruz sit in the same situation being far more affordable than similar vehicles in their respective segments, with little additional drop in value expected as a result of being discontinued. Values will likely remain firm since these vehicles could present buying opportunities for consumers seeking a good deal in the full-size and luxury crossover categories.

Owners of the Lexus HS, Mazda CX-7 or Chevrolet Colorado or GMC Canyon likely will see little impact to their vehicle value, KBB predicts.

The CX-7 was only discontinued to make room for the smaller CX-5, and is expected to maintain a strong following with strong values long into the future.

All-New Toyota RAV4 EV Unveiled



Green Fleet

Toyota Motor Sales, U.S.A. recently revealed the all-new Toyota RAV4 EV. The all-electric SUV has an expected driving range of approximately 100 miles and a charging time of approximately six hours on a 240V/40A charger.

Driving performance, dynamics, and cargo capacity of the all-electric SUV are equal to or exceed the gasoline-powered RAV4 V6, which arrives fully equipped with an MSRP of \$49,800, according to the automaker. **Toyota worked with Tesla Motors over 22 months to bring the product to market.** Designed for customer ease of use and maximum vehicle range, the RAV4 EV is a combination of Tesla's battery and electric powertrain and Toyota's SUV model.

The front-wheel-drive RAV4 EV allows drivers to select from two distinctly different drive modes, Sport and Normal. In Sport mode, the vehicle reaches 0-60 mph in just 7 seconds and has a maximum speed of 100 mph. Normal mode achieves 0-60 mph in 8.6 seconds with a maximum speed of 85 mph. Maximum output from the electric powertrain is 154 hp at 2,800 rpm.

The RAV4 EV will go on sale in late summer 2012 through select dealers, initially in four major California metropolitan markets, including Sacramento, the San Francisco Bay Area, Los Angeles/Orange County, and San Diego. Sales volume is planned for approximately 2,600 units over the next three years and the battery warranty is eight years or 100,000 miles, according to the manufacturer.

Ready to Talk about Fleet Management Yet?

reflect market conditions.**Hyundai Adding Brake Throttle Override in Advance of Possible Government Mandate***Business Fleet*

Hyundai announced it will add brake pedal throttle override technology to all its U.S. Hyundai models, starting with May production.

The automaker made this announcement after a recent proposal from the National Highway Traffic Safety Administration (NHTSA) that would require automakers to add throttle override technology to late-model vehicles.

The proposal is a component of FMVSS 124 (Accelerator Control Systems). This feature is designed to ensure drivers can stop a vehicle if they depress the brake and accelerator pedal at the same time. The change is designed to reduce the risk of high-speed unintended acceleration and prevent crashes due to a stuck, or trapped, accelerator pedal.

Hyundai said it is implementing this technology early in order to focus on safety for drivers of its vehicles regardless of whether the government implements this requirement or not.

Fuel Efficiency Tips

15 ways to increase fuel efficiency:

- Ensure Tires are Inflated to the Correct Pressure
- Get a Fleet Fuel Card
- Clean Out the Trunk & Eliminate Unnecessary Weight
- Avoid Long Idling
- Don't Buy Premium Fuel
- Monitor Preventative Maintenance Schedules
- Make Drivers Energy Conscious
- Use A/C Sparingly
- Encourage Carpool When Appropriate
- Drive the Posted Speed Limit
- Make Your Vehicle More Aerodynamic
- Avoid Aggressive Driving
- When Feasible, Have Two Employees per Vehicle
- Develop a More Efficient Routing Plan
- Anticipate Traffic Flow



\$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!](#)

Poorly Executed Driving Policy Can Cost Millions in Court

By Michael Bragg, Fleet Blogs

I'm sure you've read the news about the \$21 million dollar jury award against Coca-Cola in the case where an employee was driving while talking on the phone and hit another motorist. Originally reported as a collision involving a delivery truck and driver, Coca-Cola later clarified that the driver was an employee in a company owned car, not a delivery truck. The particular case hinged on, of all things, the company vehicle policy on distracted driving not being clearly understood.

This topic of concern has been growing in visibility over the last few years, and the lawyers are putting companies on notice that they intend on suing when the circumstances involve distracted employees. In Europe there are corporate manslaughter laws that hold companies directly responsible in some cases of neglect. In the US these laws are not on the books yet, but companies are starting to get the message that their distracted driving policies are important.

Policies should be written simply and clearly. The sad fact is that reading comprehension is around a sixth grade level among working adults. You need to test that the policy was actually read and understood.

Actually, let me take a step back and say "Policies should be written." It is surprising the number of companies with drivers that have no written vehicle or distracted driving policies.

A simple policy test with a 100% pass rate helps assure that the employee actually understood the content of the policy, and may help protect the company in cases where the employee claims that the policy was vague or misunderstood. The test results are a historical part of the employee training record, should that ever need to be examined.

Worst of all are situations where company culture itself conflicts with written safety policies like the cell-phone and texting bans, the company is at risk of having to defend against it's own actions. It's not hard to imagine a case where an employee passenger is injured in an accident where the driver takes a call from his supervisor.

On-board dispatch and routing devices are another potential source of catch-22 policy-breaking distractions for drivers. These devices are critical to many operations, and help improve customer satisfaction and improve the bottom line through improved efficiency.

One safety-cultured cable operator I spoke with told me they rely on these systems to meet business objectives, but mount these systems behind the driver, so the driver can't access it at all while driving. All re-routing and scheduling is done when the van is at a job site, not while the vehicle is between sites. They ban all device usage while driving, they have a policy written in plain language, and they test to be sure that the policy is understood.

The sharks are circling and they smell blood. Build yourself the best life raft you can.

Ford to Offer Eight 40 MPG or Better Models by End of 2012



Automotive Fleet

Ford announced how its "One Ford" plan, part of which focuses on building "global" vehicle platforms, is bringing more fuel-efficient vehicles to the U.S. marketplace each year. The automaker noted it will be offering eight vehicles that get 40 mpg or better by the end of 2012. The automaker said this number of models is double the number it offered in 2011. Ford stated that platform consolidation allows the company to build more models for customers more quickly.

One area Ford is focusing on making its EcoBoost gasoline engine technology what the company describes as a "mainstay" in its lineup. Ford said it increased global production of its EcoBoost engines to nearly 1.6 million units, which is nearly 100,000 more than the company's original target. Ford noted that its smallest engine ever, its 1.0L EcoBoost used in the European version of the Focus, will make its way to the U.S. next year. The automaker hasn't yet stated which vehicles will be utilizing this engine.

Related to its focus on providing fuel-efficient models, **Ford said it will triple its electrified vehicle production capacity by 2013** and will increase the number of electrified vehicles (hybrids, plug-in hybrids, and full electric vehicles) to six models. One of the specific vehicles it mentioned was its upcoming 47 mpg C-MAX Hybrid, slated to go on sale in the fall. Ford plans for 10% to 25% of its global sales to be of electrified vehicles by 2020.

Some of Ford's fuel-economy achievements include improving its highway fuel economy by 21% between 2007 and the 2012 model, boosting the fuel economy of its all-new 2013-MY Ford Fusion by 28% over the 2007 version, and improving the F-150's fuel economy by 21%, to 23 mpg city, when comparing it to the 2007 version of the pickup. In the sport utility arena, Ford's new EcoBoost-equipped Escape gets 32% better fuel economy when compared with the previous V-6 version of the Escape. Ford's Explorer achieved a 40% fuel economy improvement, to 28 mpg highway, for the 2.0L EcoBoost when compared with the previous model's V-6 engine.

Lastly, Ford noted its success in reducing the total number of vehicle platforms it manufactures. It had 22 separate vehicle platforms in use around the world in 2011. By 2017, Ford said it will have 10, which is ahead of its goal for the One Ford plan. In addition, Ford said that by 2016, 80% of its planned 8 million vehicles will be based on five global platforms.

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

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