

Adam Berger

From: Doering Leasing & Fleet Management EZine November 2009 [adam@doeringleasing.ccsend.com] on behalf of Doering Leasing & Fleet Management EZine November 2009 [adam@doeringleasing.com]
Sent: Wednesday, November 04, 2009 12:40 PM
To: adam@doeringleasing.com
Subject: EZine - November 2009 from Doering Leasing Co.

Having trouble viewing this email? [Click here for a webpage version of this e-mail](#)

You're receiving this email because of your interest in becoming more enlightened about the automotive and fleet industries, cash flow strategies in lean times, and/or your relationship with Doering Leasing Co. Please [confirm](#) your continued interest in receiving email from us. We'll miss you terribly otherwise. We like sharing over 100 years of knowledge and expertise with you.

You may [unsubscribe](#) if you no longer wish to receive our emails.

DOERING LEASING CO

November 2009 -- Great information on the auto industry, personal and fleet vehicle news, and nuggets of valuable information! Get comfortable -- there is a a lot to learn.

Issue: 22

**SEE THE TABLE OF CONTENTS TO THE RIGHT
 TO SELECT ARTICLES OF INTEREST TO YOU**

Fleet Management - Green Fleet Specialists - New/Used Vehicles & Equipment - Nationwide Delivery - Sale-and-Leaseback Experts - Fuel Card Management - Managed Maintenance Program - Accident Management, For-Profit, Non-Profit, and Municipal/Government Experts



In This Issue

[Domestic Market Share SI](#)

[Green Fleet Discussior](#)

[Fuel Economy Tips](#)

[Fleet WiFi](#)

[Power in an Electric Vehi
 World](#)

[Managed Maintenance
 Programs](#)

[Cell Phone Use & Safet](#)

[News Fit to Print!](#)

[Religious & Non-Profit](#)

[Big Fish Small Pond](#)

[Vehicle Availability](#)



Dear Adam,

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."

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.

Problems With Driver Reimbursement & Allowance Programs

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](#)

Domestic Market Share Continues Slide Despite Quality Gains

Market share for domestic automakers fell from 73% to 47% in 12 years according to a survey conducted by the Virginia Commonwealth University, analyzing market share from 1996 to 2008.

The study points to lack of new-product launches and states that the auto industry demand is driven mostly by new or restyled product. Advertising, price, safety and reliability have minimal impact on demand. During the study period, Japanese automakers revamped vehicle every three years; domestics changed styles only an average of every 4 years. Researchers say domestics should increase restyles for high-volume models

The poignant study also pointed out key facts: "A 10-percent reduction in relative price would yield only one-tenth the market share impact of a restyling. And one would have to double one's relative advertising expenditure to match the impact of a restyling." -- Oleg Korenok, lead author, Virginia Commonwealth University study

"This difference in styling (frequency) better explains the 25.5 percent market share loss for domestic manufacturers over this period than more often cited factors such as reliability differentials as cited by Consumer Reports." -- Korenok and co-authors George Hoffer, Edward Millner

"Japanese and Korean makes, and to a lesser extent European

Ford's Awards!

Winter Energy Outlook

Remarketing - Owned and Leased Vehicles Nationwide

RELIGIOUS/NON-PROFIT LEASING REPORT

Leasing activity in the non-profit and religious markets continues to grow. The need for expert advisors and cash management are critical to ensure ongoing investment returns and longevity of the organization..

Doering Leasing Co. is proud to have been a recent exhibitor at the RCRI National Conference in Atlanta.

Interest in fleet management & leasing was high and conversations focussed on the following:

- * Does leasing make sense? How can it help?
- * Decreased acquisition cost
- * Cash flow
- * Cars in various states
- * Outsourced fleet management reduces costs, mistakes, huge learning curve
- * Can we lease used vehicles?
- * Best types of vehicles to operate?
- * How green do we go and still be fiscally responsible?
- * Long-term investment performance exceeds leasing costs & adds flexibility

GET EDUCATED ON FLEET MANAGEMENT AND LEASING OPTIONS! You will be pleasantly suprised by the

brands, have been much more aggressive in restyling and much more aggressive in introducing new products than the U.S. brands. Interestingly, the current Detroit 3 (General Motors, Ford and Chrysler) used more frequent restylings 50 years ago as a weapon to drive the post-war independent American manufacturers such as Hudson, Kaiser and Packard from the market." -- Hoffer

Some Information Courtesy of *Automotive Digest*

See other Doering EZine articles addressing the domestic manufacturers' products and the latest news (namely from Ford)!

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.



TOYOTA PRIUS PLUG-IN MODEL COMING

The 2010 Toyota Prius Plug-in Hybrid (PHV) Concept vehicle will make its world debut next week at the Frankfurt Motor Show. Based on the third-generation Prius, the PHV Concept expands Toyota's Hybrid Synergy Drive technology, utilizing first generation lithium-ion battery technology and enabling electric operation at higher speeds and longer distances than conventional hybrids. When fully charged, the vehicle is targeted to achieve an electric-only range of approximately **12** miles and will be capable of achieving highway speeds in electric-only mode. For longer distances, the PHV concept reverts to "hybrid mode" and operates like a regular Prius. This ability to utilize all-electric power for short trips or hybrid power for longer drives alleviates the issue of limited cruising range encountered with pure electric vehicles. The program will allow evaluation of the first generation lithium-ion battery's durability, reliability and performance. "The greatest hurdle in bringing to market a reliable lithium battery is mass production. We must have a production process that guarantees each battery will be identical in performance and quality," said Irv Miller, TMS Group Vice President, environmental and public affairs.

BMW PLUG-IN HYBRID

BMW has unveiled the [best fleet car for the future] Vision Efficientdynamics



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

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

**Big Fish in a Small
Pond?**



Matching a fleet
management firm's size to
yours is

Concept, a plug-in diesel hybrid supercar concept, reports goodcleantech.com. The vehicle features a 356 horsepower drivetrain, all-wheel drive and the ability to travel up to 31 miles without kicking into the diesel engine. Additionally, if it performs as promised, it could reach speeds of 155 mph and a 0-60 time in 4.8 seconds. The automaker says the 2 + 2 four-door vehicle will get 62 miles per gallon. Similar to the Toyota Prius, the Vision Efficientdynamics Concept will emit just 99 grams of CO2 per kilometer.

Fuel Economy Tips of the Month

The EPA publishes the lists of most economical vehicles at: [EPA FUEL ECONOMY WEBSITE](#)

Jason Mathers, a speaker at the GreenFleet Conference states that, "Fleets have seen improvements in fuel efficiency by up to 4 percent after adopting fuel-smart driving practices. If all corporate fleets in the country did the same, they could reduce their annual greenhouse gas emissions by nearly two million metric tons - and save money."

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.**

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.

The GREENCAR CONGRESS published a report October 21st stating that the hybrid electric vehicle buyer was not at all price sensitive! Decisions would be made without data on fuel savings and the additional cost of the hybrid over the next best alternative! The same was true to a letter extent with plug-in electric hybrids where a distinct breakpoint at a \$5000 hybrid price premium lost about 15% of potential buyers' interest. The \$10000 price premium lost an additional 15% interest. Outcomes -- plug-in car cost is far more important to buyers than environmental concerns. Courtesy of a University of Michigan Study

paramount. Corner Plumbing should not be leasing with General Electric, nor should General Electric be calling Corner Plumbing for one clogged toilet (of the 800 in the building). You wouldn't fill up your gas tank where the tanker trucks do, nor would you ever buy a single hamburger from the cattle farmer.

You are best to be a big fish in a small pond. You are best to select a fleet management partner whose core clients are similar in size to you and whose wheelhouse you fall squarely in.

Promises made to core clients are honored, respected and adhered to; they're sustainable Relationships last forever. The organizations grow together over time.

Companies and non-profits are examining vendors today to ensure they are poised with the best firms flanking them when the economy turns and free time is at a premium. ***Now is the time to consider leasing and fleet management while you have the time to make a transition and the perspective to appreciate it.***

Adam Berger, Doering Leasing Co.

Vehicle Availability and Orders

New-vehicle order-to-delivery timeframes have been commonly extended due to factory shutdowns, lower production and new vehicle demand. Locating vehicles out-of-stock has

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 WiFi (In Vehicles)

GM announced in late October that it will be offering in-vehicle WiFi (wireless internet service) as a dealer installed option on select Buick, Cadillac, and GMC/Chevy vehicles. The product creates a WiFi hotspot 150 feet around the vehicle, allowing drivers to use a laptop or other internet-connected device in range. This could be particularly important to insurance companies/adjusters, auto industry appraisers and delivery drivers.

In the future, customers will likely be able to pay electronically using their internet connected telephones or payment devices. The system is intended to specifically benefit fleets and families who can access the internet as passengers in the back seats. The retail price is \$499 and \$29/month for access.

Some content courtesy of *Automotive News*

Sufficient Power for an Electric Vehicle World?

Does the benefit of electric vehicles offset the increased need for coal/gas fired power plants? Are we just relocating sources of contamination?

The largest electric utilities group has pledged that if electric cars are sold at rates that automakers hope for in the coming years, the electricity will be there on demand, according to Reuters. Cost concerns abound as supply of sufficient and reliable power will be tested.

The group -- the Edison Electric Institute -- also pledged to work with policy makers on tax rebates and customer financial incentives and to make it easy for consumers to charge up car batteries.

also become increasingly difficult as inventories have dried up. This assists dealers in managing interest-bearing holding costs downward, but makes out-of-stock orders a bit more challenging. We are taking factory orders 4-6 weeks earlier in 2009 than we have in years past to ensure timely delivery. Order sooner rather than later to minimize acquisition cost and options.

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

[Join Our Mailing List!](#)

Featured Article Ford's Awards and Developments

Editors at Popular Mechanics announced Ford as the winner of the 2010 Automotive Excellence Award. Ford won in three categories for the GT500, Transit Connect Cargo Vehicle and the F150 SVT Raptor.

Popular Mechanics stated that the Transit Connect, "is a brilliant combination of the Transit Connect's efficient use of space and fuel that won over our team. This vehicle proves that small vehicles can handle big jobs, and it comes at an ideal time when contractors and other [organizations] are looking to downsize and save on fuel."

Ford is now the only US automaker with world-class reliability according to Consumer Reports. Announcing this as part of

The institute announced its pledges at a plug-in conference in Detroit on Oct. 21. The group will also work to convince Americans of the benefits of plugging in and will work to convince consumers to charge up an electric vehicle's batteries at night when power is cheaper and easily available. The group recognizes that the need for standardization in plugging is one of the biggest hurdles in electrifying the U.S. vehicle fleet.

Utilities must work closely with public policy makers, private organizations, and automakers to make sure a charging infrastructure is in place as sales of plug-ins rise, said Ted Craver, chief executive of Edison International and its electric utility Southern California Edison. He added that utilities and suppliers of electrical equipment, along with automakers and their suppliers, must make components that are standard, regardless of the type of battery used in the vehicle.

Macro economic concerns may stem the growth of electric vehicle market penetration, primarily those over the cost of electric power for individuals and businesses and the resultant increase in power plants, emissions therefrom, and technological concerns about vehicle range and "refueling."

Some content courtesy of *Business Fleet*

Fleet Managed Maintenance Services

Fleets with a sizeable number of vehicles often employ a managed maintenance service, commonly part of their leasing relationship. A managed maintenance service provides several key benefits:

- Outsourced authorization for repairs and maintenance
- Free-up time spent on mundane tasks
- Experts (professional mechanics) authorize repairs from repair shops
- Managed maintenance service has each specific vehicle's repair history on a computer and readily accessible.
- Repair requests are manually authorized by managed maintenance service.
- Consolidated monthly billing
- No need to reimburse drivers / issue credit cards
- Eliminate fighting / questioning repair shops
- 24/7/365 hours
- Low monthly fees
- All repair shops can be used. Out-of-network shops (local repair shops) carry a 10% cost premium typically.

Managed maintenance services will afford glass replacement/repair and roadside assistance services as well. The cost of using such a managed maintenance service is far less than the cost of paying someone internally (without expert knowledge and the technology) to manage the process consistently and with limited availability. The Doering Managed Maintenance solution should free up your staff to work on more important projects.

their 2009 Annual Car Reliability Survey, Consumer Reports stated, "Ford's sustained production of vehicles that are dependable - or better than - some of the industry's best dispels the notion that only Japanese manufacturers make reliable cars. Other than the Toyota Prius, the reliability of the 4-cylinder Fusion and Milan ranks higher than that of any other family sedan.... continuing to beat the Honda Accord and Toyota Camry. Overall, about 90% of Ford, Lincoln and Mercury products were rated average or better reliability in the Consumer Reports survey."

Courtesy of Ford (as they pat their back)

DOERING LEASING CO.

Leasing is fundamentally safer and more flexible than ownership and provides working capital and availability of credit, whether or not they currently need it.

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.

A managed maintenance product is often used in conjunction with a **fleet fuel card program**. The fuel card tracks vehicle mileage and consolidates fuel expenditures onto one monthly bill as well. Accident management services are available as well, but typically employed when a fleet is self-insured for physical damage.

Contact Doering Leasing Co. for more details.

Safety Impact of Cell Phone Use, Hands or Hands-Free

Insurance Institute for Highway Safety (IIHS) researchers recently conducted a new round of observations of driver use of hand-held phones in three jurisdictions where the practice is banned.

The findings, along with results of previous studies, reveal differing effects. In the District of Columbia, the proportion of drivers using hand-held phones dropped by about half immediately after a ban took effect in 2004. Nearly five years later use has edged up a little, but the decline is largely holding relative to nearby Virginia and Maryland. "What's clear from the surveys, despite some variability in their findings, is that bans on hand-held phoning while driving can have big and long-term effects, but the safety implications still aren't clear," says Institute President Adrian Lund. "Many drivers still use their hand-held phones, even where it's banned, and other drivers simply switch to hands-free phones, which doesn't help because crash risk is about the same, regardless of phone type." Two studies that rely on the cell phone records of crash-involved drivers show big increases in crash risk when drivers talk on phones, whether hands-free or hand-held. The risk of a crash involving injury or property damage is four times as high. Other studies have been conducted on simulators. Virtually all of these confirm that phoning impairs driving performance, and the impairment is similar for hand-held and hands-free phones. The crash risk is about the same, whether drivers use hand-held or hands-free phones, so if motorists respond to hand-held bans by switching the type of phone they use, they may not be reducing crash risk. What they're doing, though, is engaging in a practice that's harder to curb because laws against it are harder to enforce.

No U.S. state currently bans all drivers from using hands-free phones. Twenty-one states and the District of Columbia prohibit beginning drivers from using any type of phone, including hands-free.

Copy of the study available at www.iihs.org
Courtesy of Business Fleet

News That's Fit to Print

OUTBACK - Motor Trend named the Subaru Outback 2010 Sport/Utility of the Year! The Forester model won in 2009. MOTOR TREND editor-in-chief, Angus MacKenzie, said, "The 2010

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.

Proper Leases are Made

Leasing can be done well or done poorly. The correct use and application of leasing as a finance tool is critical to success and satisfaction.

The summary of the experiences is simple - good leases are made in a harmonious partnership with your leasing provider. Done properly, leasing is the best option for businesses. Done improperly, leasing can leave a very sour taste in one's mouth.

The key factor is finding an experienced fleet partner who wants to structure proper leases, not based on a fixed depreciation percentage or formula, but specific to the needs of the company, application of the vehicle, and client goals for lease-end charges.

Leasing has poetic license; leases can be adjusted with increased or decreased depreciation rates to suit a specific client need or set of needs. Much like a meal, salt and pepper can be adjusted from a recipe to suit specific goals and

Subaru Outback offers a unique combination of comfort, efficiency, versatility and value. It boasts car-like refinement, drivability and gas mileage on the road, yet is as capable in the rough stuff as all but the most off-road focused sport utilities. Thoughtfully engineered, cleverly detailed and competitively priced, the Subaru Outback is a terrific all-rounder with broad appeal."

EMPTY DEALER LOTS MEAN ORDERING BEST - Factory ordering vehicles is the most desirable way to acquire vehicles, but empty dealer lots force the issue in today's market. Car dealers do not have large inventories, due primarily to low production from factories, many of which were shut down for extended periods. Average dealer inventories are 30-60 days, not nearly the 90-120+ days they had been. Be cautious - ordering takes time. 45 days to 120 days is needed for factory ordering. Benefits are significant -- lower cost, getting newest model year possible, and orderer precisely what you want with no extras you are compelled to get because "it's all they have."

STRATTEC UNVEILS FIRST PADLOCK TO FIT VEHICLE KEYS - Have you or your driver's ever searched for a lock key or struggled to remember a combination: STRATTEC Security Corp. has just created a series of locks that open with your car or truck key. The new BOLT (Breakthrough One-key Lock Technology) Series of locks incorporate a patented, automotive-style cylinder that enables users to insert their car or truck key, turn once, and program the lock to that key. Any number of padlocks or other locks in the series can be set by the owner to a single key. In addition, since the BOLT Series locks use an automotive-grade cylinder with a shutter and six-plate tumbler, they have the highest corrosion resistance rating and are nearly impossible to pick or bump. "Imagine the convenience of having just one key for all your locks, and it's the key you always have with you," said STRATTEC Director of New Market Development Mike Long. "We anticipate huge interest in this product among a variety of users, from auto/truck enthusiasts and outdoorsmen to contractors and fleet managers."

DIGITAL OWNERS' MANUALS - New Chrysler, Jeep and Dodge vehicle owners will soon have room to put gloves in their glove boxes instead of four-pound owners' manuals. Chrysler Group LLC is the first automaker to provide digital owners' manuals for its complete lineup of 2010 model-year vehicles. The switch will save 930 tons of paper, or the equivalent of 20,000 trees on an annual basis. Customers requiring a traditional printed manual may obtain one by contacting their dealer or calling customer service.

CHRYSLER'S RETURN TO LEASING - [While reading this article, please remember that Doering Leasing Co. *never left the leasing business and does not cherry pick which vehicles we will lease - FYI*].

On the heels of GMAC re-entering the leasing business on select brands and models only, Chrysler Group LLC announced it will offer a leasing option for U.S. customers on all 2010 model year Chrysler, Jeep® and Dodge vehicles through Chrysler's preferred lender, GMAC Financial Services.

"We are pleased to **re-enter** the leasing market so we can offer

needs. Some firms prefer to be conservative and have equity at lease-end.

Some shoot for zero-chargeback while others under-depreciate and expect a lease-end adjustment bill. In summary, good leases are made with good leasing partners and are the perfect collaboration of all interested parties.

Energy Outlook for Winter

EIA expects the price of West Texas Intermediate (WTI) crude oil to average about \$70 per barrel this winter (October-March), a \$19 increase over last winter. The forecast for average WTI prices rises gradually to about \$75 per barrel by December 2010 as U.S. and world economic conditions improve. EIA's forecast assumes U.S. GDP grows by 1.8 percent in 2010 and world oil-consumption-weighted GDP grows by 2.6 percent.

Energy prices remain volatile, reflecting uncertainty, or risk, in the market. To measure this uncertainty, EIA is tracking futures prices and the market's assessment of the range in which those futures prices might trade (see STEO Supplement: Energy Price Volatility and Forecast Uncertainty).

The Outlook will now report confidence intervals around the New York Mercantile Exchange (NYMEX) crude oil and natural gas futures prices using a measure of risk derived from the NYMEX options markets known as "implied volatility."

[retail] customers the opportunity to lease vehicles at rates competitive with the marketplace," said Peter Fong, president and CEO-Chrysler Brand and Lead Executive for the Sales Organization, Chrysler Group LLC. " Effective Sept. 17, 2009, Chrysler, Jeep and Dodge offered closed-end consumer leasing options for all 2010 model year vehicles in the United States.

MANDATORY AIRBAGS FOR FLEET - After a major lawsuit ensued against GM and a major rental car company, General Motors Co. said Sept. 4 it will not allow fleet purchasers to skip buying side airbags on 2010 models, Detroit News reported. The automaker previously allowed fleet buyers to save \$145 per vehicle by opting out of buying side airbags on tens of thousands of 2006-09 models that were typically billed as having "standard side airbags."

MACK AND VOLVO TRUCKS - Mack Trucks and Volvo Trucks North America will merge next month into a single organization called North American Trucks to sharpen efficiency, a Mack spokesman said.

Mack spokesman John Mies said the move is an organizational change with the two Volvo AB-owned truckmakers that will not affect either the Mack or Volvo brands. They will continue to operate "separate sales organizations and brands strategies and two distinct lines of vehicles," Mies said.

He added, "It's an internal change and to the outside world there will be very little change and there is no local impact in the Lehigh Valley."

MITSUBISHI CLEAN DIESEL - Mitsubishi Fuso Truck of America, Inc. (MFTA), has announced that its EPA 2010-emissions compliant commercial trucks will use engines equipped with BlueTec® technology developed by Mitsubishi Fuso and Daimler AG. BlueTec® is an emissions control technology that utilizes selective catalytic reduction (SCR) to reduce nitrogen oxide (NOx) emissions for clean, efficient operation.

"BlueTec® SCR represents an excellent solution for Mitsubishi Fuso's North American customers to meet EPA 2010 emissions regulations," said Leighton Good, MFTA's manager, product and applications. "It is a proven, easy-to-use technology designed to increase fuel economy while protecting the environment."

PETERBILT 2009 J.D. POWER WINNER - Peterbilt Motors Company achieved the highest ranking in customer satisfaction in the J.D. Power and Associates 2009 Medium Duty Truck Customer Satisfaction Study in the conventional medium-duty truck segment. Peterbilt has earned the highest in customer satisfaction among conventional medium duty trucks three out of the last four years.

VAN USERS - WINTER TIRES AVAILABLE! - Michelin introduced the Michelin Agilis X-ICE North, a studded winter tire specifically designed for utility vans, according to Modern Tire Dealer. "The tire enables van drivers to safely overcome obstacles to winter driving while also generating cost savings thanks to its exceptional longevity and outstanding robustness," say Michelin officials. Features include two additional rows of studs for enhanced grip; Michelin's Durable Patch Technology, which ensures an expanded footprint; and more.

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.

DOT TRUCK FLEETS - FMCSR COMPLIANCE & AUDITS -

J. J. Keller & Associates, Inc., announced a Driver's Vehicle Inspection Report (DVIR) auditing service in which they scan, audit, and archive vehicle inspection documents for clients that seek a cost-effective way to monitor regulatory compliance, and to improve safety and maintenance in their organization. As part of Federal Motor Carrier Safety Regulations (FMCSR), Part 396, commercial motor vehicle drivers are required to complete a DVIR form each day that a vehicle has been operated, to document any defects in the vehicle driven. If a driver indicates that there are defects with a vehicle, the form is reviewed and signed by a mechanic who determines if repairs are necessary, and then by the subsequent driver of the vehicle who validates that the documented defects have been corrected. DVIR violations are among the 10 most frequently cited DOT violations.

GREEN COMPRESSED NATURAL GAS CONVERSIONS FOR PICKUPS

- Auto Truck Group partnered with two leading CNG conversion companies to convert Ford and GM work trucks to operate on CNG (Compressed Natural Gas). It's Fort Wayne Fleet and Louisville Truck Equipment locations now offer CNG conversions for work trucks. Some market segments would include municipalities, fleets, and utilities.

"As the demand for vehicles that operate on alternative fuel sources grows, Auto Truck will be better prepared to serve our prospective and current customer base. Auto Truck has invested vast amounts of time and funding to understand the CNG conversion process and upfitting required," said Dennis Jones, VP Sales and Marketing.

Article Headline

Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing.

Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.



This November 2009 EZine provided courtesy of Adam Berger

Partner & VP of Sales
Doering Leasing Co.
adam@doeringleaisng.com
mobile 414-750-5540
direct 414-461-4100

visit doeringleasing.com for more information, past newsletters and links to 3rd party articles



[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to adam@doeringleasing.com by adam@doeringleasing.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Doering Leasing Co. | 5317 N. 118th Court | Milwaukee | WI | 53225