

# DOERING LEASING CO.

## eZINE

Join Us!

Join Our Mailing List!



Visit our Facebook page and Like us! Search for "Doering Leasing & Fleet Management" or click on the link above.



### FUEL MANAGEMENT

Save 10-15% on fuel!

A properly utilized fuel card program can track fuel (grade) usage, monitor MPG, detect and/or prevent driver fraud, and provide an accurate assessment of spending per driver. 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 specific branded station because they have a branded fuel card. Fuel cards are not credit cards, further preventing fraud and accidental loss.

The newest feature of the Wright Express Fleet Card let's YOU control how much your drivers fuel, putting your budget back in your hands. You can set a

Issue: # 42

September 2014

Dear Adam,

Doering aims to impart a breadth of knowledge, ideas, and paths to execution.

Much more information is available in the website newsletter [archive!](#) We enjoy sharing our expertise and industry information with you.

The market is changing. 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!



### S.179 Election Drops From \$500k to \$25K for 2014! Companies Pursue Leasing to Maximize Tax Benefits

*Courtesy of Chortek LLP*

Unless Congress acts, the 2014 Section 179 deduction has decreased from \$500,000 to \$25,000, and the 50% bonus depreciation is eliminated. In 2013, a business could deduct 100% of the \$500,000 cost of truck/trailer purchases, generating an immediate tax savings of \$200,000 - more than covering the downpayment. However, in 2014, the first year write-off would produce tax savings of only \$50,000. From a tax savings and cash flow viewpoint, making strategic lease versus buy decisions in 2014 is critical.

\* Consult your tax advisor or call Doering for more information.

### Safety and Cost Reduction Go Hand in Hand

Automotive Fleet

It seems to be an ongoing theme in the industry today: Fleet management has changed dramatically over the years. Fleet managers are now information managers now managing suppliers, which can make everything much more complex. As it pertains to how fleet managers perform their duties today, perhaps, this is true.

The overall mission of the fleet manager today is no different than it was 50 years ago: to provide drivers with the safest, most cost-effective vehicles possible. Safety is every bit as important a responsibility now as it was then. Best practices in safety management not only meet that responsibility, but achieve cost effectiveness as well.

specific dollar amount per transaction and limit fueling to a specific time period. If a driver reaches the pre-selected dollar limit, the pump-as the name says-automatically shuts off\*.

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**

Institute preventative maintenance schedules and improve vehicle resale value while minimizing maintenance costs utilizing national pricing, consistently maintain your fleet across locations and drivers. 20% net savings are commonplace.

**NATIONWIDE TITLE AND  
REGISTRATION  
MANAGEMENT**

**FUEL MANAGEMENT**

**ACCIDENT  
MANAGEMENT**

**DRIVER TRAINING AND  
MOTOR VEHICLE  
RECORD TRACKING**

**AND MUCH MORE!**

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

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

There are three basic areas where best practices in safety management can be applied:

- \* Drivers: Who drives vehicles and how they should drive them.
- \* Vehicles: What vehicle types provide the safest alternatives and how they should be maintained to keep them safe.
- \* Policy: What policies and processes should be in place to maintain a safe fleet, for both drivers and the vehicles they drive.

All three of these areas are intermeshed in the safety equation. Ensuring that drivers operate their vehicles safely is undermined if the vehicles they drive aren't safe. Unsafe drivers render otherwise safe vehicles dangerous. And, it is fleet policy that ties everything together, provided it is regularly enforced.

**Ensuring Safe Drivers**

Best practices in driver safety require several steps and ongoing processes:

- \* Pre-hire screening
- \* New-hire training
- \* Motor vehicle record (MVR) analysis
- \* Ongoing safety training

**Analyzing an MVR**

The review of driver MVRs is not terribly complicated, but, as previously mentioned, is a critical element of safety best practices. After the initial review during recruitment and new hire, the company should be reviewing all driver MVRs at least twice each year, or as often as budgets and resources permit.

**Balancing Reward & Penalty**

Employees are motivated in different ways. Some are motivated in a negative sense, or fear the consequences for non-performance or policy violation. Others are motivated positively, by recognition or rewards for excellent performance. This is as true for safety as anything else.

Penalties are outlined in fleet policy, and should become more serious as a driver's record gets worse. The most serious violations, such as speeding, DUI, or reckless driving, require immediate and serious penalties. The accumulation of less serious violations can be covered by a series of increasingly severe penalties.

First violations might be handled simply with a letter of warning, followed by, perhaps, a revocation of personal-use privileges or requiring payment of an accident deductible, right on up to possible termination for the most serious, or continuing, violations.

An important point: Before any penalties occur that may have financial implications, make certain the policy is approved by the company's human resources and legal departments.

As important as repetition is to safety training and messaging, so too is consistency in the application of any policies. The age-old, "But he/she is my best sales performer," does not excuse serious violations, or a series of lesser ones. Every driver, from sales reps up to senior executives, must be subject to the same application of fleet safety policy.

**Maintaining Safe Vehicles**

Best practices in safety include ensuring vehicles provided to drivers are safe. Some of this is the responsibility of the driver - things like proper preventive maintenance and communicating conditions and problems quickly.

The vehicle selection process begins with finding the right vehicle for the job at hand. If the car or truck can't do the job, everything else is irrelevant. A vehicle that is too small or under-powered will become a safety problem. The next step is proper equipment, for the job and in taking advantage of safety technology that might be available. Some of this technology includes:

- \* GPS/telematics solutions: these systems can provide audio directions to allow drivers to know where they are going without having to take their eyes off the road. Telematics solutions can also provide reports to the fleet manager on driving

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

### Feds Offer Online Recall Search Tool

#### Automotive Fleet

The National Highway Traffic Safety Administration unveiled a new online tool on its website that lets vehicle owners quickly determine whether a specific vehicle has any pending safety recall repairs that need to be scheduled and completed.

Vehicle owners simply enter the vehicle identification number, and the free online search tool lets them know whether that vehicle has an open recall. All major light vehicle and motorcycle brands can be searched.

Additionally, all major light vehicle and motorcycle manufacturers are now required to provide VIN search capability for uncompleted recalls on their own websites. That mandate took effect Aug. 20. The automaker recall information must be updated at least weekly.

To access the search tool, [click here](#).

### 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***

behavior that may not be reflected in an MVR, but are red flags.

\* Lane change alerts: This technology provides the driver with a warning chime when sensors detect a vehicle coming up in an adjacent lane, effectively eliminating the notorious blind spot.

\* Collision mitigation: This new technology consists of sensors that detect obstructions in front of the vehicle, and, if the driver does not brake, the vehicle brakes automatically, which can prevent accidents due to driver distraction.

\* Air bags: Air bag systems have evolved from a single device in the steering wheel to multiple units that protect the driver, as well as passengers, from frontal impacts as well as side collisions.

It's a simple formula - a well-maintained vehicle will operate more safely and efficiently than one that is not. Track driver PM, and communicate to drivers the importance of a vigorously applied schedule of preventive maintenance.

#### Including Safety in Fleet Policy

The third leg of the safety tripod is fleet policy, not just safety policy. There are two items that should be in every company's fleet policy:

\* All drivers, and all passengers, are required to use seat belts at all times.

\* The use of cell phones or mobile communication devices is expressly prohibited while driving.

There should be no exceptions to the first. The second, with Blue Tooth and other hands-free technology, might be eased somewhat, but certainly not the use of a hand-held and dialed phone.

As described earlier, the policy should include details of the consequences for violations, as well as rewards for exemplary safety performance. From an administrative standpoint, various procedures should also be clear, such as how to report an accident, repair procedures, and condition reporting.

Another key item of safety policy is the accident review. Each incident where a vehicle is damaged should be reviewed by a panel, which might include the fleet manager, risk manager, HR and legal representatives, and someone from the driver's side (sales or service). Policy should include definitions of chargeability, that is, which incidents are "chargeable" under the policy and subject to penalty or other consequences.

### Adrian Steel Releases Ford Transit Packages



#### Work Truck

Adrian Steel has released its new line of upfit products for Ford's 2015 Transit van that include shelving, partitions, ladder racks, and trade packages for the low-, medium-, and high-roof versions.

Adrian Steel's exclusive ADseries shelving units are easily adjustable and have been re-designed for the Ford Transit's three roof heights. ADseries shelving is adjustable by unscrewing two bolts with a Phillips screwdriver. It also comes with plug-and-play shelves to allow a high level of customization. Durable welded shelving, which allows for a higher weight capacity, is also available for the Transit.

**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 reflect market conditions.**

### **Allison Develops Stop-Start for Medium-Duty Transmission**

#### *Work Truck*

Allison Transmission has developed stop-start technology with a transmission that could be paired with Cummins' 2.8L ETHOS E-85 medium-duty truck engine, the company announced.

An Allison 2550 automatic transmission using stop-start technology to further reduce greenhouse gas emissions would be paired with the E-85 engine.

The stop-start technology would shut down the engine when the operator presses the brake pedal and the vehicle comes to a complete stop. The transmission remains in drive and locks the output, using an electric pump to keep the vehicles from rolling backward.

Cummins has been testing the ETHOS engine for nearly three years and has accumulated 1,500 hours on the engine with a more than 50-percent reduction in emissions in that time period.

Allison has not committed to bringing the pairing to market, and continues to test and demonstrate it. The latest demo came on public roads in California in June and July.

Partitions create a barrier between the cargo area and the cab, increasing passenger safety and reducing noise, among other benefits. Adrian Steel's partitions are available with solid or perforated panels and accommodate accessories if the owner chooses. Transit partition options include a fixed center panel, a hinged center panel door, and a wing kit.

Adrian Steel has designed a new EZ Load ladder rack for the Transit models. The EZ Load is crafted to make it easy to operate, adjust, maintain, and accessorize a ladder. The EZ Load is a lockable, easy to grip ladder rack that is designed with ergonomics in mind. Adrian Steel has also redesigned its popular LOADSRITE drop-down ladder racks. The LOADSRITE features an easy-to-reach handle, a glide-out bed platform, and hydraulic load assist to eliminate physical strain on the user. A basic Aluminum Utility Rack is also available for the low-roof Transit.

Adrian Steel is also offering several trade packages to address the unique issues that each industry professional may encounter.

### **Ford's 2015 F-150 Sheds 732 Pounds In Weight**



#### *Automotive Fleet*

Ford's extensive use of aluminum shaved 732 pounds from the weight of two comparable trucks the company.

Ford showed two trucks on scales to demonstrate the light-weighting of the new truck when compared to the 2014 model-year version. Ford brought a 2015 F-150 Lariat SuperCrew 4x4 with a 2.7L V-6 EcoBoost engine that weighed 4,942 pounds. Ford also brought a comparable 2014 F-150 Lariat SuperCrew 4x4 with a 5.0L V-8 that weighed 5,674 pounds.

Ford has not released the curb weights or gross vehicle weights of the 2015 F-150 trucks, said Mike Levine, Ford's truck communications manager. Levine said the trucks Ford brought to the event have one-eighths of a tank of fuel, as well as coolant, oil and washer fluid. The curb weight of a pickup truck is measured without fluids.

Ford also released engine specifications and towing capabilities for the truck, which will get two new engines from the 2014 model.

**Ready to Talk about Fleet Management Yet?**



**\$2242 per car.** That is the average savings Doering provided per vehicle in 2013. That is cash savings. Add to that tax benefits and cash flow. It's worth your time and attention.

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

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

## **Mobile Phone Use Triples Crash Risk**

*Work Truck Magazine*

Drivers who use a mobile phone or other hand-held device triple their crash risk, according to a recent study by the Virginia Tech Transportation Institute (VTTI).

The study identified three primary behaviors associated with phone use that took a driver's eyes off the road, including text messaging, internet browsing, and dialing.

Text messaging increased the risk of a crash or near-crash by two times, and resulted in drivers taking their eyes off the road for an average of 23 seconds. Activities associated with completing a phone call such as reading for a mobile device, looking up a contact and dialing the number increased crash risk by three times.

**The study found no increased risk from the specific act of talking on the phone.**

**If this newsletter was useful to you and imparted knowledge and ideas as it was intended to do, it was a success. If it did not, please provide the much-needed feedback.**

**This eZine provided by Doering Leasing Co. and Doering Fleet Management.**

**Please call me directly with any questions at 262-395-4961. We are advocates of educating -- you and ourselves. 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 262-395-4961  
e adam@doeringleasing.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.

**[Forward email](#)**



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



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