



eZINE

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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.

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

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

Issue: # 39

October 2013

Dear Adam,

RCRI is right around the corner! Doering Fleet Management will be in Anaheim and encourage you to stop and visit our three friendly team members, Adam, Kate, and Liam at booth #202.

We look forward to seeing you.

Doering is presenting a 90 minute seminar on Vehicle Fleet Management Practices for Organizational Sustainability on Wednesday October 23, 2013.

LET'S GO

MANAGEMENT

FUEL MANAGEMENT

ACCIDENT
MANAGEMENT

DRIVER TRAINING AND
MOTOR VEHICLE
RECORD TRACKING

AND MUCH MORE!



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.

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 specific dollar amount per transaction and limit fueling to a specific time



Toyota Details Plans for Next Generation Prius, Plug-In Prius, and Fuel Cell Vehicle



Business Fleet

period. If a driver reaches the pre-selected dollar limit, the pump-as the name says-automatically shuts off*. This feature helps you better manage your fleet costs by giving you tighter control at Island Card Readers (ICRs).

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!

New IIHS Video Explains Frontal Crash Testing Methods

Automotive Fleet

The latest installment in a series of web videos from the Insurance Institute for Highway Safety explores the ins and outs of frontal crash testing.

"Inside IIHS: Frontal offset testing" explains the differences between the institute's two frontal crash tests and demonstrates how structural performance, dummy injury measures and restraint systems affect a vehicle's frontal rating.



Trouble budgeting for fleet costs?

Between now and the end of 2015, Toyota plans to introduce 15 new or redesigned hybrid vehicles globally and its first commercially available hydrogen fuel cell vehicle.

Toyota executives gathered Wednesday, Aug. 28, 2013 at the Toyota 2013 Toyota Hybrid World Tour in Ypsilanti, Mich., to announce Toyota's alternative-fuel mobility strategy. They provided details on the next-generation Prius hybrid, the next-gen Prius Plug-In Hybrid (PHV), and Toyota's planned commercially available fuel cell vehicle.

Satoshi Ogiso, managing officer, Toyota Motor Corp., said the next-generation PHV is being developed in parallel with the standard Prius model. Looking to the future, Toyota plans to build hybrid powertrains with improved fuel economy in a more compact package that is lighter in weight and lower in cost. Between now and the end of 2015, Toyota plans to introduce 15 new or redesigned hybrid vehicles globally.

The next-generation Prius will utilize the automaker's Toyota New Global Architecture (TNGA), which features a lower center of gravity and increased structural rigidity, according to the Ogiso. Toyota stated the new architecture will contribute to improved driving dynamics. Ogiso added that the next-gen Prius will feature improved aerodynamics, a roomier interior, and significant refinements in design, layout, and ease of operation.

Toyota is developing improved batteries with higher energy density for the next-generation Prius hybrid. Specifically, Toyota is researching and developing nickel-metal hydride and lithium-ion battery technologies for the vehicle and plans to use them "where appropriate," Ogiso said. The automaker is also developing new battery technologies that use non-lithium chemistries, such as magnesium and other low-valence materials.

The Toyota Prius became the cornerstone of a broad range of Toyota vehicles with its "simple two motors, a planetary gear set, and its highly complicated software," Ogiso said. And, in its three generations, the Prius' mpg has improved on average by about 10 percent, each generation.

Regarding the planned next-generation Prius PHV, Ogiso said the automaker is developing wireless vehicle charging technology to improve ease of use. The system uses inductive charging to produce resonance between an on-floor coil and a coil on the vehicle.

Toyota also provided new details on its first commercially available hydrogen fuel cell vehicle, which the company stated will go on sale in global markets in 2015. Toyota plans to show a new mid-size four-door sedan concept at the Tokyo Motor Show in November and then in North America at the 2014 Consumer Electronics Show in Las Vegas in January. Toyota's hydrogen fuel cell stack is currently developing 3 kw per liter of power density, Ogiso said. Toyota's Bob Carter, senior vice president, automotive operations, Toyota Motor Corp., said that the hydrogen fuel cell will utilize core hybrid technology and will be a primary element of Toyota's future mobility strategy.

With the total hybrid marketshare making up 4 percent of vehicle sales, according to Toyota, the company has successfully penetrated the market, having sold more than 5 million hybrids globally, according to Carter. And, Carter said the automaker's goal is to sell 5 million more hybrids in the U.S. alone by 2016. He added that Toyota accounts for more than 60 percent of

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 reflect market conditions.

**Fleet Safety Tip:
What to Do When
You're Stuck in Mud
or Sand**

Automotive Fleet

It's one of those uh-oh moments - you realize your wheels are spinning because your vehicle is stuck in mud or sand. It can happen when you pull off a desert highway to make a U-turn, or to make a phone call. It can happen when you're directed to park on a patch of dirt - and then it rains during your meeting. You start the car to leave and there's simply no traction.

But there are actions you can try before you give up.

1. Shift into a low gear and keep the front wheels straight.
2. Gently step on the gas pedal.
3. Avoid spinning the wheels. Drive forward as far as possible.

U.S. hybrid sales and 70 percent of the nearly 3 million hybrids on U.S. roads today.

**NHTSA Recommends Rear-View Cameras,
Consumer Groups Sue to Mandate Them**

Business Fleet

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is adding rear-view video systems to its list of recommended features under its New Car Assessment Program (NCAP). Proposed as a mandate in December 2010 based on the 2008 Cameron Gulbransen Kids Transportation Safety Act passed by Congress, NHTSA will recognize vehicles that have a rear-view video system as part of its NCAP program.

To meet the requirement, the rear-view video system must cover the 20-foot by 10-foot zone directly behind the vehicle; be displayed within two seconds after the reverse direction is selected; and be large enough to enable the driver to make judgments about the objects in the image and avoid a crash with those objects, according to NHTSA.

This recommendation to add rear-view cameras to the list of NCAP-recognized safety technologies, however, falls short of a mandate, which is supported by a number of consumer groups. These groups have filed a lawsuit in the U.S. Court of Appeals for the Second Circuit in New York that would force the DOT to issue a rule that declares rear-view video systems as mandatory equipment on late-model vehicles within 90 days. The DOT has pushed back on making these systems mandatory to 2015. The original Safety Act passed in 2008 required "significantly improved rear visibility in new consumer vehicles, by backup cameras or other means" according to the groups filing the lawsuit.

The suit was filed on Sept. 25 by Dr. Greg Gulbransen, Susan Auriemma, the Consumers Union of the United States, Advocates for Highway and Auto Safety, and Kids And Cars, Inc., who are represented in this action by Public Citizen. The petition argues that the DOT is taking an unreasonable amount of time to implement this mandate under the Administrative Procedure Act, based on the timetable set by Congress. These groups argue that the DOT has failed to show that Congress' original deadline of 2011 can't be met as required by the statute.

Highlighting the seriousness of the issue of backover accidents, Kids And Cars, Inc. stated that each year, more than 200 individuals are killed and 18,000 injured due to this type of collision. In addition, the organization noted that 44 percent of those killed in backover accidents are children under the age of 5 years. Also, each week, 50 children are injured, two fatally, by backover crashes, according to Kids and Cars Inc.

U.S. Transportation Secretary Anthony Foxx, commenting on the addition of rear-view video systems to the NCAP list of safety technologies, reiterated his commitment to implementing the rule as required by Congress.

Ready to Talk about Fleet Management?

4. Shift into reverse and slowly back up as far as possible. Again, be careful not to spin the wheels.
5. Shift into a low gear again and drive forward.
6. Repeat this forward-backward motion until the vehicle rolls free.
7. If you have any passengers, ask them to get out and push, if needed.
8. In deep mud or sand, try to increase the traction by putting any available dry, solid objects beneath the tire in the direction you want to go, either forward or reverse. Some drivers have used floor mats. (But if you're going to try that, don't expect to use the floor mat ever again.) Others have had success with tree branches.



\$2175 per car. That is the average savings Doering provided per vehicle in 2012. 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? Did we mention - Doering Fleet Management has sold clients' used cars on average 30-40% over popular car valuation tool values. The gains translate to thousands of dollars back to the organizations for mission-based uses, not lining the pockets of dealers.

[CLICK HERE TO SPEAK WITH AN EXPERIENCED DOERING FLEET MANAGEMENT REPRESENTATIVE IMMEDIATELY!](#)

The State of Fleet Management in 2013

Work Truck

There is ongoing pressure to contain fleet costs due to corporate cost-cutting initiatives. Pressure for spend reductions is occurring at all levels within corporations, and fleet operations is simply another department mandated to cut costs. Reducing fleet costs is a constant, never-ending struggle for all fleet managers. Despite an improved business climate, many companies continue to remain cautious in terms of capital expenditures. Most fleets are seeking cost reductions by increasing operational efficiencies.

For instance, fuel efficiency considerations have become a greater factor in vehicle selector decisions. Many fleets are mandating minimum mpg requirements before a vehicle can be added to a selector. In addition, companies are looking to rightsize vehicles in reaction to cost containment and fuel-efficiency initiatives.

Operating Cost Trends

An ongoing challenge facing today's fleets continues to be the elevated cost of fuel. As the largest cost component of operating expenses, fleet managers are focusing on a multitude of fuel-reduction strategies. The shock from fuel-price spikes in prior years prompted many fleets to downsize to smaller vehicles and engine displacement to increase overall fleet fuel economy.

Fleets are taking a multi-pronged approach to control fuel costs, such as spec'ing four-cylinder, instead of six-cylinder, engines, and increasing the number of hybrids in operation.

One bright spot has been maintenance costs, which have remained flat as the quality of vehicles from all OEMs continue to steadily improve, and extended powertrain warranties have covered some expensive repairs at higher mileages. However, one operating expense that has been on the rise is the cost for replacement tires. A key factor to higher tire prices is

Fuel Economy for Vehicles Sold in U.S. Improves to New Record High

Business Fleet

The University of Michigan Transportation Research Institute (UMTRI) released its latest update on average window-sticker fuel economy for vehicles sold in the U.S., noting that this value reached a new record high of 24.9 mpg.

UMTRI also detailed fuel economy for 2013-MY vehicles sold thus far, Oct. 2012 through Aug. 2013. This number is 24.7, which is an increase of 1.2 mpg from 2012-MY vehicles.

UMTRI also released its Michigan Eco-Driving Index

(EDI), now at 0.81 in June, which has seen a 19-percent improvement since Oct. 2007. This index estimates the monthly greenhouse gas emissions generated by an individual U.S driver.

commodity-price increases for raw materials, in particular the higher cost of oil, which is a key ingredient in tire manufacturing.

Another positive trend is with resale values, which continue to remain strong. Today's resale values are strong, as dealer demand continues to exceed wholesale supply. It's not that demand is substantially greater for used vehicles; rather, demand is strong because the inventory of used vehicles in the wholesale market is low. However, used-vehicle supply will increase in reaction to increased new-vehicle sales. This will cause resale prices to moderate as supply matches demand in the wholesale market.

Sustainability and Safety Still Strong with Fleets

Fleet sustainability initiatives remain important to commercial fleets, but many fleet managers report that corporate management is now viewing "green" increasingly through an economic perspective. Despite these economic concerns, many companies remain fully committed to achieving self-imposed sustainability targets, especially multi-national corporations. Cost continues to be the largest challenge to reducing a fleet's environmental impact. In today's economic environment, many companies are cautious about spending money without a quick, proven payback. However, corporate sustainability initiatives will play a greater role in vehicle acquisition. The increased number of hybrid models and body styles available from OEMs will facilitate this trend.

There is increased concern about vehicle and driver safety and minimizing liability exposure, which is often being driven by senior management. Fleets are seeing an uptick in preventable accident frequency, primarily due to driver distraction. Driver distraction has become a major issue due to employees multitasking behind the wheel and the widespread proliferation of smart phones and other handheld data devices.

Ford Fusion Begins U.S. Production

Business Fleet

Expanding the Ford Fusion availability by more than 30 percent, the Flat Rock Assembly Plant is now producing new Fusion vehicles. This move marks the first time that the Fusion has been built in the United States, says Ford.

"With its bold design and great fuel economy, Fusion has exceeded all of our expectations, with demand outstripping supply," said Joe Hinrichs, Ford president of The Americas. "Fusion in Flat Rock is a win for all of our stakeholders - including customers, employees and dealers. At the same time, Ford is continuing its massive investment in America by creating another 1,400 jobs."

In the U.S., Fusion sales are up 13 percent this year and remain very strong, according to Ford. Through July, Ford sold more than 181,000 Fusions - 21,000 more than were sold in the same period last year. As part of a \$555 million investment, Flat Rock Assembly Plant has added a state-of-the-art, fully flexible body shop to allow multiple models to be produced on the same assembly line, according to Ford. In addition, Ford has upgraded the plant's paint shop with installation of its three-wet paint process.

"We have completely transformed Flat Rock Assembly Plant to help prepare for Fusion production," said Tim Young, plant manager at Flat Rock Assembly Plant. "These upgrades have allowed us to ensure we are building the highest-quality cars."

The Fusion is also produced at Hermosillo Assembly Plant in Mexico and Chongqing Assembly Plant 1 in China, says Ford.

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

This eZine provided by Doering Fleet Management.

Please call Adam Berger directly with any questions or to discuss your needs at 414-431-4320. 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,

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