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DOERING LEASING CO.

DOERING FLEET MANAGEMENT eZINE

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FUEL MANAGEMENT

Save 10-15% on fuel spending

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, not bound to drive out of their way to go to a BP or Mobil because you have a dedicated fuel card.

Further, such fuel cards keep credit cards out of the hands of those that don't need them, further preventing fraud (the \$50 gas fill-up with \$20 in food for a driver, including cigarettes). 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!

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

Issue: # 27

April 2011

Dear Adam,

WELCOME! HAPPY SPRINGTIME!

Doering Leasing Co. & Doering Fleet Management welcomes our clients and *future* clients alike! We appreciate your time, attention and business greatly. Focused on the success of your fleet, Doering aims to impart 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 such that you can make more informed decisions. Doering loves to hear your comments and ideas.

Come on in! There's much to share.



Earthquake Alert and Update - Parts, Paints, Production - Now and Tomorrow

Automotive News & Automotive Fleet

Now: No Parts, crippled plants

BREAKING NEWS - Toyota said it plans to ramp up global production in July in Japan and August in North America, and that all of its models will be back to normal production levels by November or December 2011. The company said the one-month difference in start dates is due to the time required to ship parts from Japan or overseas plants. Currently, manufacturing plants in Japan are working at 50 percent of capacity due to parts availability, while those in North America are operating at 30 percent of capacity because of the parts supply situation.

"To all the customers who made the decision to buy a vehicle made by us, I sincerely apologize for the enormous delay in delivery," said

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:

- Nationwide Owned Vehicle Remarketing (cars, trucks, equipment)
- 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.

SALE AND LEASEBACK

DOERING REMARKETING specializes in helping generate capital for organizations which want the funds for more productive purposes. Doering Remarketing will consult with you to determine the amount of capital you are targeting to raise and select the most appropriate vehicles to achieve your goals.

[CLICK HERE](#) for more detail. Provide your fleet detail and any initial facts to initiate the process.

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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

TMC President Akio Toyoda at a press conference in Japan announcing the normalization timeline.

Crippled by plant closures, devastation in facilities, parts shortages and color paint ingredient shortages, the auto industry is showing major vulnerabilities as of late.



Diodes, micro-processors, circuit boards, voltage regulators, copper foil - the bottleneck in parts slamming Japan's auto industry stretches far down the earthquake-rattled supply chain.

Ford Motor Co. has suspended orders for certain black and red vehicles because a Tier 2 supplier in Japan no longer can make a metallic paint pigment called Xirallic. This has impacted MANY other manufacturers in addition to Ford.

The just-in-time inventory model used in the most efficient production facilities in the world leaves little room for error in the event of a supply shortage. For many automakers, it was a big challenge just to pinpoint where the supply chain had snapped.

And because the worst-hit suppliers are in the electronics and chip-making sectors, getting them back up to speed is a big hurdle. It is believed that 85% of parts for domestically-produced import brands are sourced in the U.S.

Later: No capacity for surging demand

Parts makers are girding for the second half of the year. They expect automakers to press hard to offset production lost due to parts shortages related to the Japan disaster.

The plant shutdowns plaguing automakers in Japan have begun to migrate to the US because of shortage of Japan made parts.

The Japan disaster is just the latest headache for suppliers. Others include rising raw-material prices; shortages of tires, electronics and other components; and rising fuel prices that are altering the product mix.

Suppliers are set to rise to the occasion by hiring more employees and buying materials at the right time.

WHAT DOES FLEET MANAGEMENT REALLY MEAN?

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. 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.

**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.

FUEL CARD PROGRAMS - help track fuel outlays nationwide by driver and by vehicle, monitor fuel economy, grade of fuel purchased, and collect accurate mileage on vehicles in real-time. Drivers need not carry credit cards or go out of their way to find a particular brand of fuel! The program works at 98% of all gas stations! This system feeds data to the maintenance management program such that the fully integrated fleet management strategy is most successful.

NATIONWIDE TITLE AND REGISTRATION MANAGEMENT

ACCIDENT MANAGEMENT

DRIVER TRAINING AND MOTOR VEHICLE RECORD TRACKING

AND MUCH MORE!

WE'LL ASK AGAIN! MAKE SURE YOU KNOW!

BMW Debuts Electric - Focused Brand

Business Fleet

BMW debuted its new "i" sub-brand, which will include the automaker's new BMW i3, and electric vehicle, and the i8, a plug-in hybrid. Both are slated for global release in MY 2013.

Fleet (vehicle) management can include a range of functions, such as vehicle financing, vehicle maintenance, vehicle telematics (tracking and diagnostics), driver management, speed management, maintenance management, fuel management and health and safety management.

Fleet Management is a function which allows organizations which rely on transportation in their business to remove or minimize the risks associated with vehicle investment, improving efficiency, productivity and reducing their overall transportation and staff costs, providing 100% compliance with government legislation (duty of care) and many more. These functions can be dealt with by either an in-house fleet-management department or an outsourced fleet-management provider.

Often, organizations employ experts in this area, examples for fleets of greater than 10,000 include GE and PHH. According to market research from the independent analyst firm, Berg Insight, the number of fleet management units deployed in commercial fleets in Europe for example will grow from 1.5 million units in 2009 to 4 million in 2014! Have you considered the pro's and con's, the value proposition, and your needs? We suggest not burying your head in the sand in any area of organizational/financial planning. Doering wouldn't spend 40+ hours per month writing a great newsletter if we didn't want to share valuable knowledge and insights!

- Adam Berger

Green Fleet - News and Information to Green You



Let's Discuss Sustainable Fleet Management!

Sustainable fleet management is used mainly to address "ecodriving" and reward/recognition programs for fuel saving on top of alternative fuel initiatives. The overall target is to reduce the ecological footprint from the operation of the fleet.

The main aim of sustainable fleet management is to add other targets apart from the economical ones. Those may stem from the following:

Procurement

The ecological footprint of a vehicle is partly influenced from the production. Lifecycle cost analysis will reveal how much energy and natural resources as well as pollution of soil, water and air and noise is generated by choosing different raw materials and designing the vehicle. Furthermore the efficiency of the vehicle and its emissions in operation are determined in this phase and influencing the ecological footprint of the following phases. The most delicate decisions are those affecting the drivers valuation like engine power and vehicle

BMW based both models on an architectural type that the company calls LifeDrive. An aluminum chassis houses the powertrain, and the passenger cell consists of carbon-fiber reinforced plastic.

Vehicle Safety Regulations Update

Business Fleet

In a recent decision NHTSA decided to scrap the ruling that would have mandated automatic reversal of power windows, which can be raised and lowered with the touch of a switch. This regulation was designed to prevent injuries, but automakers were concerned about greater potential for vehicle theft.

Also, the NHTSA has requested an extension for the creation of the regulations that will mandate rear-view cameras in vehicles by 2014. The regulation is designed to help eliminate blind zones behind vehicles that can hide the presence of pedestrians. NHTSA promised a regulation by the end of this year.

The President unveils 'green' federal auto fleet, oil strategy

Detroit News Washington Bureau

The President announced today that the U.S. government will buy only advanced technology vehicles - such as hybrids and electric plug-ins - by 2015.

The government already has doubled the number of hybrids in the 600,000-vehicle federal fleet.

The reduction would be more than the 11 million barrels of oil a day the United States imported in 2008. The U.S. has just 2 percent of the world's proven oil reserves.

The U.S. consumes about a quarter of the oil.

Last year, the U.S. imported less than half of the oil it used for the first time in more than a decade.

2012 Nissan NV

Nissan has started production on the 2012 Nissan NV Commercial Vehicle that will go head-to-head with the Ford Transit Connect.

Amid Ruins, Honda R&D

size, cabin size with long- distance trucks etc...

Driving

In driving, there are certain degrees of freedom with regard to idling, gear choice and coasting, acceleration, deceleration. Forward-looking driving and its implementation in a fleet setting is a major part of sustainable fleet management. Those activities may be summarized under the term ecodriving [More on ecodriving below]. It is important not to focus on gear shifting alone, especially for complex vehicle operations. A more broad approach is necessary including items such as tire pressure, alignment, rapid acceleration, forward looking driving avoids rushing to a stop light and having to get the vehicle back up to speed.

Human Resources

Reward and recognition programs certainly help to trigger staff motivation and improve ecodriving performance and acceptance into a fleet. Telematics might help to supervise the driving style and prevent misuse of vehicles, but is more common in commercial vehicles (vans/trucks) where the telematics are used also for routing and performance.

Ready to Talk about Fleet Management Yet?

We're talking about a lot more than pennies! 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 and RCRI Partners! Still thinking? Did we mention - Doering Fleet Management saved the average business an estimated \$1905 per vehicle in 2011 (to date) in addition to all other services and value provided!

CLICK HERE TO SPEAK WITH AN EXPERIENCED DOERING FLEET MANAGEMENT REPRESENTATIVE IMMEDIATELY!

GM to Raise U\$. Vehicle Pric\$ 0.4% as Raw-Material Costs Rise

Automotive News

General Motors Co. plans to raise prices on most of its vehicles starting next month in response to escalating raw-materials costs.

Today, GM notified its 4,500 U.S. dealers that the increases will average \$123, or 0.4 percent, starting May 2.

The price increases will be widespread across Chevrolet's portfolio, according to the notice sent to Chevy dealers today. The memo said prices are slated to rise on the Camaro and Corvette sports cars, the Malibu and Impala sedans, the Avalanche truck, the Traverse crossover and the light-duty Silverado and Colorado pickups.

The memo did not mention the Equinox crossover or the Cruze compact, two of Chevy's hottest-selling vehicles.

GM's move echoes a boost by rival Ford Motor Co. On April 1, Ford lifted its prices on 2011 models an average of \$117, or 0.4 percent. Toyota Motor Sales U.S.A. Inc., coping with a rising yen and an earthquake-shattered supply chain, is also raising prices an average 1.7 percent on many 2011 Toyota, Scion and Lexus models, starting next month.

Team Forges Ahead

The sprawling body design department at Honda's engineering center in Utsunomiya, Japan was devastated by the March 11 earthquake. Now engineers and technicians must cram into a makeshift office several buildings away in an effort to get product development back on track.

NON-PROFIT FLEET MANAGEMENT UPDATE

Everyone needs a champion behind them, sometimes one, sometimes many. Doering engages each non-profit organization fully - advising, working in the best interests of, being brutally honest with and supportive of everything "fleet" and often quite a bit more.

The intention is to focus on core competencies.

Sometimes your champion must turn you around and tell you "you're fighting the wrong battle - the bigger issue is that-a-way." There is a monumental opportunity cost to your time spent on non-core projects in lieu of key financial responsibilities.

Chief Financial Officers, Treasurers, and Controllers should employ their time in the most effective ways possible. In the current world of highly specialized service providers, use them. Partnering with a fleet management firm is the laughing gas you need in an otherwise painful situation - car dealers come to mind.

Fleet management is to vehicles/vehicle policies/maintenance and fuel administration what asset management firms

Rising oil prices are a main factor but GM declined to say which materials are raising costs the most.

As of the end of March, GM had a U.S. inventory of 574,000 vehicles, or about a 75-day supply. According to GM the price increase was unrelated to parts shortages from Japan, which have crimped production at Japanese automakers and some Detroit 3 operations.

2011 Ford Explorer Named North American Truck of the Year at NAIAS

Work Truck

Ford announced that the 2011 Ford Explorer was named the North American Truck of the Year by a panel of 49 journalists from the U.S. and Canada. The award for this honor was presented to Ford at the start of the 2011 North American International Auto Show.

The automaker said the award, with this being the 18th year the award has been given, recognizes vehicles based on a number of factors, including innovation, design, safety, handling, driver satisfaction and value for the dollar, among others. Ford stated that the Explorer's win represents the seventh time a Ford vehicle has received this award, with the Ford Transit Connect winning in 2010. The Ford F-150 received this recognition in 2004 and 2009, and the Escape Hybrid won in 2005.

As Brands Disappear, Dealership Count Takes a Historic Dive

A NORMALIZED MARKET IS HERE AND HERE TO STAY

Automotive News + Adam Berger

More than 20 percent of U.S. car dealerships disappeared between Jan. 1, 2006 and Jan. 1, 2011, according to the Automotive News Data Center. In fact, the past half-decade has seen a greater proportion of the dealer body fall away than any whole decade since the 1950s, when the dealer count fell by 22 percent.

In the past five years, the number of dealerships fell to 17,653, a loss of 4,436.

The following factors have led to a very positive run for the auto industry and bode well for a sustainable marketplace going forward:

- * Fewer, higher-volume dealerships
- * Lower production volumes / low sales to rental car companies
- * Low incentives, if any
- * High demand (very high in fact)
- * Incredibly strong used-car market
- * Very well designed domestic nameplates and models emerging from the dire straits

OEM's are making money as are dealerships. The OEM consumer leasing operations have nearly all gone bankrupt or reinvented themselves with sustainable leasing programs and underwriting criteria.

The linchpin behind it has been controlled (tight) vehicle production. Well-timed domestic vehicle lineups that pull ahead in their segments exaggerate the gains made by the marketplace.

are to your finances, attorneys are to your legal work and accountants are to your tax and audit work.

Fleet management by definition involves primarily person-to-person outsourced fleet managers taking an advisory role in developing vehicle replacement plans, vehicle selection options/recommendations, replacement timing/strategies, driving policies/infracton policy, maintenance management and fuel management.

Also interrelated are a multitude of reports with varying levels of specificity. Each drills down into each individual repair, each fuel fill-up while also providing monthly, quarterly and annual reporting options. It provides exception reporting for mistakes (using the wrong grade of fuel). Roadside assistance, glass repair, rental car programs are all part of the program as well.

Cash flow is paramount in your organization, as is investment return. A close third is the clear understanding and management of the vehicle fleet as it is key to the success and core mission of the organization. More important than any of the words just read, PERSONAL SERVICE is what matters. At Doering, you have a direct conduit straight to the fleet management representative you work with. **Refreshing isn't it?**

Interest rates are normalizing, vehicle costs are sustainable, and used car prices strong due to limited supply on the front and back-end. An environment positive for those selling vehicles and those acquiring, the current market is one unfamiliar since the late 1990's. Used vehicles were a hot commodity, used car availability slim and demand high.

The effects of the Sendai, Japan earthquake and resulting damage to and consequences from the Fukushima Daiichi Nuclear Power Plant have sent the auto industry for a spin, exaggerating supply concerns for domestic and import brands on all continents. Toyota, Honda and Nissan are not the only OEM's effected.

Audi Connect Offers Wi-Fi, Souped-Up Navigation

Automotive News

Audi is about to roll out Audi Connect, an infotainment system that combines an in-vehicle Wi-Fi link with what amounts to a navigation system on steroids.

Audi Connect debuts in the 2012 Audi A7 this spring. It will be available on the 2012 A8 this summer and optional on the 2012 A6 sedan when it goes on sale this fall.

A main goal of the system is to increase the quality and amount of information available on a vehicle navigation system. Audi's solution to the frustration with DVD-based navigation systems is the access the Web for real-time updates using a cell phone data-link module that is engineered into the vehicle. The system is made up of four layers of graphics to enhance the navigation view. T-Mobile will be the data provider for Audi Connect in the U.S.

DOT Finds No Electric Flaws in Toyota Probe

Business Fleet

A 10-month study by the U.S. Department of Transportation did not find any electronic system flaws in Toyota vehicles capable of producing large throttle openings required to create unintended acceleration incidents according to the



NHTSA.
2012 Toyota Prius

NHTSA launched the investigation and conducted the study at the request of Congress

and enlisted NASA engineers to determine whether any issues with the electronics in Toyota vehicles played a role.

NHTSA stated that the two mechanical safety defects previously identified by the organization - specifically, "sticking" accelerator pedals and a design flaw that enabled accelerator pedals to become trapped by floor mats - remain the only known causes for unintended acceleration incidents.

Rightsizing and Rebalancing - Fleet Edition

By Adam Berger, produced by Steven Spielberg and directed by Ron Howard.

The choice is simple - proactive or reactive rightsizing?
Proactive or re-active rebalancing?



Fleet managers have the option of proactively replacing vehicles prior to having notable maintenance problems while value remains strong. Alternatively, reactive fleet management lends itself to tough decisions - a major investment in a tired/old vehicle or selling a nearly worthless vehicle. The perceived "cost savings of running it into the ground" are not as many may think.

Example: 7-year holding period vs. 11-year, same vehicle, same annual mileage accumulation. 7-year vehicle is sold at 70,000 miles for \$4500 (average monthly cost of \$137) versus the 11-year vehicle with 110,000 miles sold for \$800 (average monthly cost of \$115). Add to that 11-year vehicle the average repair of \$1800-\$2200 and the average monthly cost adjusts to \$130. Compound that with advances in technology, safety and fuel efficiency that would be gained with newer vehicles. Shall we continue? If you wish...

With Hindsight's perspective, "driving the wheels off" tends to look more like a "pay me now or pay me later" billboard staring us in the face on the side of a highway. Like the utility bill, it will catch up with you if you underpay, but you always preserve the upside if you overpay (keep the vehicle longer depending on condition or sell with a notable profit).

Hybrids and other advanced technology vehicles are permeating the auto industry. As they continue to and the "green premium" drops and/or fuel prices spike notably, there will be a market-wide shift. At this point, only particular sects are converting.

Fleet managers also have the opportunity to rebalance the fleet - leaving high-mileage drivers with their high-mileage cars while low-mileage drivers use their extraordinarily low-mileage cars. In deference to the organization, a proper "rebalancing" of the fleet should be employed to ensure an efficient fleet is maintained and the organizations capital used wisely.

Fleet rebalancing is a process whereby high-mileage vehicles are taken (either by choice or by force) from drivers and reallocated to low-mileage drivers less likely to continue to rack up the mileage/wear and tear/major mechanical repair costs the organization would otherwise incur. In exchange, the high-mileage driver is given the lower-mileage used car. The rationale is simple - vehicles depreciate as much from age as they do from mileage. Try to balance the mileage on your vehicles - it ensures full utilization of the depreciation curve and lower maintenance/downtime costs.

At Doering, we use the two-faceted approach. Everything CAN be rationalized in one of two ways - LOGICALLY or EMOTIONALLY. Preferably both are employed in the decision-making process, but the differential between the two is what determines the proper decision. In other words - the metric you employ determines the success or failure you glean from the outcome.

More questions? You always know who to call. 1st - Ghostbusters and 2nd - Doering.

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 any much-needed feedback.

This eZine provided by Doering Leasing Co. dba Doering Fleet Management.

Sincerely,

**Adam Berger VP of Sales
Doering Leasing Co.**

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.

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