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DOERING LEASING CO.

DOERING FLEET MANAGEMENT eZINE

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Join Our Mailing List!



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**

Issue: # 28

July 2011

Dear Adam,

WELCOME! HAPPY SUMMER!

Doering Leasing Co. & Doering Fleet Management welcome 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.



Toyota - Production Updates and Timing

Nearly 5 months after the massive earthquake and consequential tsunami in Japan, some semblance of normalcy is returning at Toyota. "As a result of production approaching normal levels in both North America and Japan, Toyota Fleet resumed accepting fleet orders on June 8 beginning with MY12 vehicles," Scott Heyer, Corporate Manager, Toyota Motor Sales, USA Inc. said. The company shut down their fleet ordering system entirely, cancelled orders or forced modifications to other orders in order to build vehicles with limited parts supplies.

The Camry, Corolla, Avalon, Highlander, Matrix, Sequoia, Sienna, and Venza's which are North American built returned to normal production in early June. The four remaining models will return to normal production by September, earlier than anticipated. These models include the Lexus RX, Toyota Rav4, Tacoma and Tundra.

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:

- 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.

"Earliest MY-2012 fleet delivery begins with Sienna and Tundra (September 2011), followed by Camry and Avalon (November/December 2011) with remaining vehicle lines January 2012 onward," Heyer said. We are back to very nearly operating in a normal business environment."

During the sales call, Toyota's Esmond provided a preview of the vehicles the company has planned for the end of this year and for CY2012. He said the automaker will bring four all-new models to market before the end of 2011, which includes the new Camry and Camry Hybrid. He said the new Prius v will be available in the fall, that a new Yaris will be available, and that the Scion iQ will go on sale. For 2012, he said Toyota will be introducing the Prius c, Prius Plug-in, and RAV-4 EV, in addition to as-yet unannounced models.

Toyota, as usual, rebounds nicely. The quake will have notable impact on Toyota's (and both Honda and Nissan's) bottom-line. Toyota saw global production halved in April. Honda reported 52.9% year-on-year drop in worldwide production; 81.0% slump in domestic output. Honda expects production volume in Asia / Oceania to start picking up in July. Toyota said global production down 48.1%; year-on-year drop of 15.4% in global sales for April. Picture looked less gloomy for Nissan; global production in April decreased 22.4% year-on-year. Reported 4.4% rise in worldwide sales, marking all-time record for month of April. In contrast to Hyundai; which posted 47% rise in Q1 net profit. GM was down 5% Q2 2011 vs. Q2 2010 and Ford was down 10% Q2 2011 vs. Q2 2010, with minor parts shortages and some paint and tire shortages.

WHAT DOES FLEET MANAGEMENT REALLY MEAN?

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

2012 Ram Chassis Cab Trucks Get Increased Capabilities

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 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**

Work Truck

2012 Ram 4500 and 5500 medium-duty (Class 4 and 5) Chassis Cab commercial trucks are available with an optional 30,000-lb. gross combined weight rating (GCWR), an increase from 26,000 lbs.

The new Ram 4500/5500 Chassis Cab GCWR upgrade is part of an optional "Max Tow" package, and is available on both regular and crew cab models and in 4x2 and 4x4 configurations. Ram 4500 and 5500 Chassis Cab trucks come equipped with the proven, commercial-grade 305 horsepower (228 kW) @ 2,900 rpm and 610 lb.-ft. @ 1,600 rpm 6.7-liter Cummins Turbo Diesel engine.

Max Tow is available on Ram Chassis Cab trucks equipped with the optional, commercial-grade Aisin six-speed automatic transmission and 4.88 rear-axle ratio. A 4.44 axle is standard on 4500 models and not available with the Max Tow package. A class-exclusive six-speed manual transmission is standard on Ram 4500 and 5500 Chassis Cab models.

The 30,000-lb. GCWR gives the Ram Chassis Cab a 4,000-lb. increase in trailer-towing capabilities, up to a maximum of 22,300 lbs. on a Ram 4500 or 5500 Chassis Cab equipped with a six-speed automatic transmission and unsurpassed GCWR on Class 4 Chassis Cab trucks.

Upfitter Friendly

Maximum upfit-friendliness is achieved with industry-standard 34-inch frame rail spacing and flat, clean frame rails on a proven one-piece C-channel rear-frame rail boasting a best-in-class 50,000-psi steel strength. All chassis components are below the frame surface allowing easy adaptability and versatility for virtually any upfit application.

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!

Still thinking? Did we mention - Doering Fleet Management saved the average business an estimated \$1905 per vehicle in 2011 in addition to all other services and value provided!

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

Explaining Start-Stop and Other Green Technologies

Green Auto Digest

There are four vehicle technologies with fuel efficient capabilities that consumers have to choose from, but understanding the differences between them and their benefits is holding back purchases, according to

<p>AND MUCH MORE!</p> <p>WE'LL ASK AGAIN! MAKE SURE YOU KNOW!</p>	<p>a survey conducted by Opinion Research Corp. and funded by Johnson Controls. The four categories being: fuel efficient internal combustion engines; Start-Stop systems; hybrid-electric vehicles; and EVs (plug-ins).</p>
<p>Chevy Cruze is Nation's Best-Selling Car in June</p> <p><i>MSNBC.com</i></p> <p>The Chevrolet Cruze broke a stronghold normally held by imports when it topped the US passenger car sales chart in June. The usual stalwarts like Toyota Camry and Honda Civic were handicapped by production delays caused by the Japan earthquake. The Ford and Chevy full-size pickups were the best selling vehicles.</p>	<p>Most of the confusion seems to be around the new Start-Stop systems that stop cars while stationary at stop lights and other idle times. It's similar to what's on full hybrid electric vehicles. Start-Stop systems reduce emissions and provide fuel saving of five to twelve percent. Widely used across Europe, vehicles with Start-Stop technology are slated to come to the U.S. market in 2012.</p> <p>Forty-five percent of those surveyed said there are too few options when it comes to hybrid vehicles, while 39% of those surveyed had no idea what the differences are between types of fuel-efficient vehicles such as Start-Stop vehicles and hybrids.</p> <p>Kelley Blue Book Forecasts Fuel-Efficient Vehicle Value Drop</p> <p><i>Business Fleet</i></p> <p>Kelley Blue Book (KBB) forecasts that values of fuel-efficient vehicles will drop by 15 percent by year's end in response to stabilizing gas prices and Japanese automakers returning production to normal levels.</p>
<p>NON-PROFIT FLEET MANAGEMENT UPDATE</p> <p>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.</p> <p>The intention is to focus on core competencies.</p> <p>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</p>	<p>KBB stated that after 20 weeks of consecutive increases in values for fuel-efficient vehicles, values peaked in May as fuel prices fell. From January through May of 2011, fuel-efficient vehicle values increased 20 to 25 percent. However, the organization said that during the last four to six weeks, values of compacts and subcompacts declined approximately one to two percent, along with the overall market. That said, KBB's valuation team said it doesn't expect the overall used-vehicle market to decline any more.</p> <p>The key differences in the market between today and 2008 noted by KBB are less economic uncertainty, higher fuel prices compared to that period (even though prices fell), and a much lower supply of used vehicles than in 2008.</p> <p>IRS to Increase Standard Mileage Rates</p> <p><i>Business Fleet</i></p> <p>The IRS is increasing the optional standard mileage rates for computing the deductible cost of operating an automobile for business purposes, and for determining the reimbursed amount of these expenses</p> <p>The revised rate is 55.5 cents per mile for business expenses and will go into effect on July 1, 2011. This rate applies to deductible transportation expenses, to mileage allowances paid to an employee, and to transportation expenses paid or incurred by the employee.</p> <p>This increase applies to business miles driven during the last six months</p>

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 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/infraction 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

of 2011. For business miles driven between Jan. 1 and June 30, 2011, the previous rate of 51 cents per mile applies.

Of note = the higher the IRS rate, the more costly it is to have employees using personal automobiles for business.

<http://www.irs.gov/newsroom/article/0..id=232017,00.html>

Google Projects Long-Term Impact of Clean-Tech Policies

Green Fleet

Google's philanthropic arm, Google.org, has released a new report assessing the potential impact of broad clean-tech energy policy adoption.

The report, prepared using **McKinsey & Company's** US Low Carbon Economics Tool, found that a national commitment to clean-tech innovations could result in major reductions in battery costs as well as in increases in energy density. These advances could result in EV cost of ownership dropping below that of conventional internal combustion engine vehicles by 2030, according to one model. Moreover, EVs could be built with a 300-mile range by that same year.

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

TIRES - Formerly a Commodity, Now a Scarcity

Automakers are working through tire shortages, caused in large part by tire plant closures and rising demand for low-production specialty tires. Double-digit price increases are commonplace for automakers as tire manufacturers move into a position of pricing dominance after having lived in a world of subservience for so long. Continental Tire is at maximum capacity and is being bombarded with additional production requests, but are at capacity on all three shifts. Few automakers are actually seeing production delays due to tire shortages.

Automakers rarely commit to a brand or model of tire on a particular model, affording themselves flexibility to change brands and models based on experience, price and availability.

The supply shortage will take well over a year to clear as tire makers expand production facilities. Continental has an expanded production line in IL and a similar major expansion in Brazil in process, but neither will be online until 2013. Michelin is running at full capacity, yet able to accommodate some unexpected demand. In 2006 and 2007, four U.S. tire plants were shuttered according to *The New York Times*, eliminating 71 million units of capacity.

Cheap tires from China began to infiltrate the US, but in September 2009, the Federal Government instituted a 35% import tariff phased in for three years, declining to 30% then 25% in subsequent years.

Raw material costs of natural and synthetic rubber, carbon black, steel cord, fabric and other materials have risen sharply, 47% in 2009 and 56% in 2010.

Current demand is for 62 million tires for new vehicles this year, up from

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?**

BMW Sees Leasing as Important for EV Early Adopters
Green Auto Digest

BMW has purchased the car-leasing unit of Dutch banking giant ING for \$1 billion. This could be part of the automaker's strategy to address consumer concerns over electric car residual values plummeting. First generation electric cars could be obsolete in three or four years, and having monthly payments set through a lease deal simplifies the process, according to industry analyst Maryann Keller. The ING deal also enables BMW to expand its fleet leases, which could also assist early adoption of its i-Series electric cars.

55 million in 2010. 2016 projections anticipate 79 million tires.

"There are a lot more tire sizes in the marketplace now and it doesn't look like that trend is slowing," said Bruce Harrison of IHS Automotive.

Bridgestone Americas Tire Operations LLC is raising Bridgestone and Firestone truck tire prices effective immediately, according to news from *Modern Tire Dealer*. According to Bridgestone, the total average increase for all of the products will be 11 percent.

"Volatile market conditions continue to provide many challenges to the transportation industry, and Bridgestone Commercial Solutions is certainly not immune to the rising cost of doing business," said Kurt Danielson, president of Bridgestone Commercial Solutions. "We are particularly impacted by intense supply pressures and escalating raw materials, making this increase necessary at this time."

Other recent commercial tire price increases are listed below:

- Toyo Tire U.S.A. Corp. will increase the dealer base price list on commercial truck tires up to an average of 9 percent on July 5.
- Yokohama Tire Corp. increased its medium truck and commercial light truck tires effective July 1. The hikes average 8 percent, with some in-line adjustments.
- Continental Tire the Americas LLC increased prices on all Continental, General and Ameri*Steel brand replacement commercial truck tires sold in the U.S. by 11 percent effective July 1, 2011.
- Michelin North America Inc. increased prices by an average of 12 percent on Michelin and BFGoodrich replacement commercial truck tires effective July 1. The increase also includes Michelin Retread Technologies retreads sold in the U.S. Michelin also raised prices up to 6 percent on Michelin brand replacement ag tires sold in the United States and Canada effective July 1.
- Double Coin Holdings Ltd. raised prices up to 6 percent, effective June 1, on all Double Coin produced radial truck, OTR, crane and industrial tires. That included associate and private brand radial truck tires.
- Falken Tire Corp. raised commercial truck tire prices by up to 10 percent effective June 1.
- Hankook Tire America Corp. raised prices on its commercial tires, including Hankook and Aurora, effective June 1. The increases were up to 9 percent.

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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