

From: Adam Berger <adam@doeringleasing.com>

Subject: eZine - April 2012 - Doering Fleet Management & Doering Leasing Co.

Reply: adam@doeringleasing.com

DOERING LEASING CO.

eZINE

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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.

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

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.

NATIONWIDE TITLE AND REGISTRATION MANAGEMENT

ACCIDENT MANAGEMENT

Issue: # 32

April 2012

Dear Adam,

WELCOME

Focused on the success of your fleet, Doering aims to impart a breadth of knowledge, ideas and paths to execution.

HOLD ON TIGHT

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

Education betters us and ensures our decisions are well-informed!

LET'S GO



Nissan Says Future of Vehicle Safety Lies in Vehicle-to-Vehicle Communications Technology

Automotive News

Nissan posted a video interview with Bob Yakushi, director of product safety, environmental, for Nissan North America, where he discusses the automaker's vision of current and future automotive safety technologies. One of the key technology areas he cites as having accident mitigation potential is vehicle-to-vehicle communication. You can watch the full video [here](#).

Here's a quick excerpt from the interview of what he discusses:

"How can we do that? Well, how about cars talking to cars, vehicle-to-vehicle communications," he said. "As we move in that direction, ultimately this type of communication between vehicles can help mitigate and reduce the risk of injury. We are working pre-competitively with other OEMs to develop a vehicle-to-vehicle, or vehicle-to-infrastructure type communication system to help go toward that zero accident vision that Nissan has."

"For the last 25 years we've been focused on passive safety - our zone body construction, multiple airbags to help mitigate and reduce injuries in the event of a crash," Yakushi said. "Where are headed is how to try to avoid the risk of a crash. So, in that area we have looked at vehicle dynamic control, many of the advanced technologies, such as forward collision warning, blind spot warning, lane departure warning, rear collision intervention. But, ultimately what we want to do is be very predictive."

U.S. DOT Issues New Distracted Driving Guidelines for In-Vehicle Technologies

Business Fleet

During a press conference, the U.S. Secretary of Transportation Ray LaHood, and the National Transportation Safety Administration's (NHTSA) Administrator David Strickland, presented new proposed guidelines designed to encourage automakers to limit the risk of driver distraction when using communications, navigation, and entertainment technologies built into vehicles.

The first phase of the guidelines include recommendations to do the following:

- Reduce the complexity of in-vehicle devices, and the amount of time it takes to use those devices
- To limit system operations to require only one hand

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MOTOR VEHICLE
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Our expert staff will gladly speak at your organization, group or event.

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

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.

THIS MONTH
REMEMBER:

"A proper sea captain by the proper setting of his sails and the tacking of his ship, can move against the wind almost as well as with it."

This is to say that proper fleet management is a series of good decisions, not just one. With such choices and a cohesive strategy, the necessary costs and burden of having a fleet can be significantly offset through the following:

**Organization
Planning
Procedures
Partners**

Doering gets calls regularly from for-profit and non-profits alike that struggle to focus any time on a regular basis on their fleet. The result is a fleet inconsistently cycled, maintained, and often some very rash decisions are made in the meantime about maintenance.

Lexus Ranks Highest in 2012 J.D. Power and Associates CSI Study

Toyota.com

Lexus ranked highest in customer satisfaction among luxury brands and leads the industry in the

- To limit the time required to glance at a device to no more than 2 seconds
- To limit the amount of unnecessary visual information in the driver's field of view
- To limit the number of manual inputs needed to operate a device

In addition, the guidelines suggest that automakers disable certain functions while the vehicle is in motion, specifically text messaging, Internet browsing, social media use, entering navigation system addresses, entering phone numbers for dialing, and displaying more than 30 characters of text unrelated to the driving task.

The DOT said it didn't consider systems that help drivers avoid accidents (forward collision avoidance systems or lane-departure alerts) to be distracting. For navigation, Strickland said pre-programming destinations is one way to avoid distraction, and that receiving directions from GPS-enabled navigation systems is safer than the old method of using paper maps while driving.

Overall, the National Highway Traffic Safety Administration (NHTSA) stated it's considering future sets of guidelines that would address devices brought into a vehicle (smart phones, tablets, etc.) and voice-activated device and system controls.

2013 GMC and Chevrolet Bi-Fuel Pickups Unveiled

Work Truck

Chevrolet and GMC announced details of General Motors' bi-fuel 2013 Chevrolet Silverado and GMC Sierra 2500 HD extended cab pickup trucks. Fleet and retail consumers can place orders beginning this April.

The vehicles include a compressed natural gas (CNG) capable Vortec 6.0L V-8 engine that seamlessly transitions between CNG and gas fuel systems. Combined, the trucks offer a range of more than 650 miles. The Silverado and Sierra will be available in standard and long box, with either two- or four-wheel drive.

GM is the only manufacturer to offer a single-source option for its gaseous fuel vehicles. The bi-fuel trucks are built with a specially designed engine, the fuel system is installed by GM's Tier One supplier, and the completed vehicle is delivered directly to the customer. This process makes ordering the bi-fuel option as seamless and efficient as a standard vehicle, according to the automaker.

The bi-fuel commercial trucks will be covered by GM's three-year, 36,000-mile new vehicle limited warranty and five-year, 100,000-mile limited powertrain warranty and vehicle emissions warranty, meeting all Environmental Protection Agency (EPA) and California Air Resources Board (CARB) emission certification requirements.

The trucks are built in Fort Wayne, Ind., and then sent to the Tier One supplier for installation of the CNG bi-fuel delivery and storage system. The entire gaseous fuel system meets GM's strict quality, durability, safety testing, and is covered under the extensive warranty.

GM Unveils New 2013-MY GMC Acadia at Chicago Auto Show



Work Truck

General Motors unveiled its new 2013-MY Acadia (and Acadia Denali) at the Chicago Auto Show. The Acadia features a redesigned exterior and new safety features, including GM's new front center airbag. The 2013-MY Acadia also has a next-generation Hydra-Matic 6T70 six-speed automatic transmission, which GM said provides improved shift response and drivability.

GM said the new Acadia features a "more upright" design, a three-bar grille; diffused LED running lamps (regardless of whether standard projector beam or option HID headlamps are selected); new taillamp detailing; wrap-around rear glass; a new rear spoiler; and new 18-, 19-, and 20-inch wheel patterns.

In terms of safety, the redesigned Acadia will be the first vehicle on the market with GMC's new front center air bag system. It deploys from the inboard side of the driver's seat and positions itself between the driver and front passenger. Standard on the Acadia Denali, and available on

J.D. Power and Associates 2012 Customer Service Index (CSI) Study for the fourth consecutive year. Lexus achieved an overall CSI score of 861 on a 1,000-point scale, 15 points above the segment average and the highest numerical score in the study, regardless of segment.

J.D. Power said the study also found that customers were "considerably more satisfied" with service performed at dealerships compared to independent facilities.

Toyota ranked 12th among mass market brands on the CSI study, up 31 points and five slots in the rankings over last year.

Bolt Padlock

Work Truck



STRATTEC Security Corporation, introduced its upgraded Padlock 2.0 featuring BOLT Breakthrough One-Key Lock Technology.

BOLT's Padlock 2.0 features a new sleek design with a spring-loaded, chrome-plated 5/16" diameter hardened steel shackle inside a crush-resistant body shell. The Padlock 2.0 also includes an automotive-grade, stainless steel lock shutter that keeps out weather and debris.

Designed for commercial and industrial applications, it features improved performance thanks to its double ball bearing locking mechanism. The Padlock 2.0 also includes a six-plate tumbler sidebar that prevents picking and bumping.

Breakthrough One-Key Lock Technology eliminates the need to carry extra keys or memorize combinations because the padlocks can be permanently programmed to lock and unlock using the vehicle's ignition key. When drivers insert their ignition key into the padlock cylinder, spring-loaded plate tumblers move up and down until they are matched exactly to that key. The first time the key is rotated, the cylinder is uniquely coded to that key. When the key is removed, the cylinder moves into the locked position. When the key is turned again, it will rotate to the unlocked position.

The BOLT Padlock 2.0 works with most GM (early

other models, are Side Blind Zone Aler and Rear Cross Traffic Alert systems.

The Acadia still features GM's SmartSlide seating system, which allows easy access to the third row for both seven- and eight-passenger seating configurations. The second and third rows still fold flat, providing cargo space, including the ability to carry 48-inch-wide sheet goods, such as drywall and plywood.

The 2013-MY Acadia also comes with redesigned infotainment functions that feature capacitive touch controls. GMC's Color Touch Radio, first introduced on the 2012 Terrain, is standard in the new Acadia. GM's IntelliLink system is also available, which allows users to connect their smartphones for hands-free calling through the audio system. The system also provides Bluetooth streaming.

Vehicle options include rear-seat entertainment, a Dual SkyScape sunroof, and a trailering package.

Ready to Talk about Fleet Management Yet?



\$2140 per car. We're talking about a lot more than pennies! That is the average savings Doering provides per vehicle. 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 has saved the average organization an estimated \$2140 per vehicle in 2011 in addition to all other services and value provided! Doering's used car remarketing prices were on average 30% over Manheim Market Report values. Using dealer trade-in values would make for an even more dramatic comparison.

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

MIT Study Says Electric Trucks Can Save Fleets Money

Work Truck

Using electric vehicles (EVs) can markedly lower the costs of a fleet of delivery trucks, according to a new Massachusetts Institute of Technology (MIT) study. The study shows that EVs are not just environmentally friendly, but also have a potential economic upside for many kinds of businesses.

Using data collected by the international office supplier Staples, as well as ISO New England, the nonprofit firm that runs New England's electric power grid, researchers at MIT's Center for Transportation and Logistics (CTL) found that EVs can cost 9-12% less to operate than trucks powered by diesel engines, when used to make deliveries on an everyday basis in big cities.

Using that data, the researchers modeled the costs for a fleet of 250 delivery trucks, and examined alternate scenarios in which the whole fleet used one of three kinds of motors: purely electric engines, hybrid gas-electric engines, and conventional diesel engines.

Based on the Staples data, the researchers modeled what would happen if diesel gasoline cost \$4 per gallon. Trucks with internal-combustion engines averaged 10.14 miles per gallon, compared to 11.56 mpg for hybrid trucks, while the electric-only trucks averaged 0.8 kilowatt-hours per mile. Staples currently operates 53 all-electric trucks, manufactured by Mo.-based Smith Electric Vehicles, in use in several American cities.

The study added one new component to the projections often made by industry fleet managers: The researchers looked at what would happen if the fleets of trucks were part of a vehicle-to-grid (V2G) system in which their batteries could be plugged into the electricity grid for 12 hours overnight, as an additional resource for providing reliable electricity to consumers. In such a setup, truck owners would be paid by utility firms for the power services they provide. V2G systems are currently being tested by multiple utility companies.

After running the numbers for various scenarios in which trucks are parked at slightly different times overnight, the MIT team found that businesses could earn roughly \$900 to \$1,400 per truck per year in V2G

and late model), Ford and Dodge vehicles on the road today. Additional locks such as receiver locks, cable locks and spare tire locks are also available. For more information, visit www.oltloc.com.

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 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.

Fuel Efficiency Tips

Avoiding jack-rabbit starts and sudden stops can save you 15% of your fuel cost.

Look 15-20 seconds ahead on the road. If a light is red or turning red, slow down and coast to the light.

Idling and long warm-ups use significant fuel in a gas engine, less so in diesel engines. Avoid idling and long warm-ups. Manufacturers agree warming up a vehicle before driving it is unnecessary.

revenues in current energy markets, representing a reduction of 7-11% in vehicle operating costs. Firms would also save money on fuel, and on maintenance, because electric trucks induce less wear and tear on brakes.

All told, the operational cost per mile - the basic metric all fleet managers use - would drop from 75 cents per mile to 68 cents per mile when V2G-enabled electric trucks are substituted for internal-combustion trucks, based on the MIT findings.

Ford's All-New Transit Van to Offer Diesel Engine Choice

Automotive Fleet

Ford announced it's adding a diesel engine choice to its new 2013-MY Transit cargo and passenger van models, in addition to the 3.5L EcoBoost V-6 engine mentioned previously. The automaker reiterated that the all-new Transit will get 25% better fuel economy performance compared with the company's E-Series vans. Weight savings of 300 lbs., compared with the E-Series, are also contributing to better fuel economy.

Even with the introduction of the new Transit van to the U.S. market, Ford said it recognizes the value of its E-Series of vans to its customers. The automaker said certain E-Series bodystyles will be available through most of the decade in North America.

Overall, Ford said it plans to provide customers with a range of fuel-efficient engines and alternative-fuel technologies, including EcoBoost, hybrid, plug-in hybrid, battery-electric, biodiesel, and CNG/LPG.

AT&T Labs Develop Steering Wheel That Provides Navigation Via Haptic Feedback

Automotive Fleet

AT&T Labs has developed a new type of steering wheel that uses vibration patterns to deliver navigation information to drivers, according to the MIT Technology Review.

The prototype steering wheel uses a vibration pattern to indicate navigation instructions (such as "turn right") without distracting the driver visually or with auditory signals.

According to the article, a study of test subjects using the steering wheel while driving found that it reduced their level of inattentiveness, i.e. the amount of time the driver's eyes weren't on the road. Technologies such as this could eventually make their way into vehicles, but the article said it could take several years.

You can read the full article [here](#).

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 414-431-4320. We are advocates of educating -- you and ourselves. We are advocates of logical reasoning and diligent work. 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 414.431.4320
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.

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