



eZINE

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

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: # 40

January 2014

Dear Adam,

Happy New Year!

Focused on the success of your fleet, Doering aims to impart a 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 and industry information with you.

Education betters us and ensures our decisions are well-informed! Never be lulled by "we have always done it this way".

Ford Fusion, Fusion Hybrid Named 2013 Fleet Car of the Year



Green Fleet

The 2014 Ford Fusion and Fusion Hybrid sedans have been awarded the 2013 Fleet Car of the Year for the fourth straight year.

Sponsored by Automotive Fleet and Business Fleet magazines, the purpose of the award is to promote excellence in the fleet industry, particularly the tools and vehicles that allow fleet managers to fulfill their missions. Vehicles were voted on by qualified fleet professionals via an

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

online ballot.

The 2014 Fusion/Fusion Hybrid captured the most votes among 43 cars selected for this year's competition.

**Chevrolet Silverado 1500 Named
 2013 Fleet Truck of the Year**



Business Fleet

The 2014 Chevrolet Silverado 1500, which features all-new engines, a new cab layout, and is built with numerous work friendly features was named the 2013 Fleet Truck of the Year.

Sponsored by Automotive Fleet and Business Fleet magazines, the purpose of the award is to promote excellence in the fleet industry, particularly the tools and vehicles that allow fleet managers to fulfill their missions. Vehicles were voted on by qualified fleet professionals via an online ballot.

The 2014 Chevrolet Silverado 1500 garnered the most votes among a group of 36 trucks selected for this year's competition.

Ready to Talk about Fleet Management?



\$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!](#)

EPA: Vehicles Reach Historic 23.6 MPG

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!

Michelin Recalling 1.2 Million Tires

Business Fleet

Michelin North America Inc. is recalling 1.2 million Michelin LTX M/S tires (size LT225/75R16 115/112R LRE) because of potential tread separation.

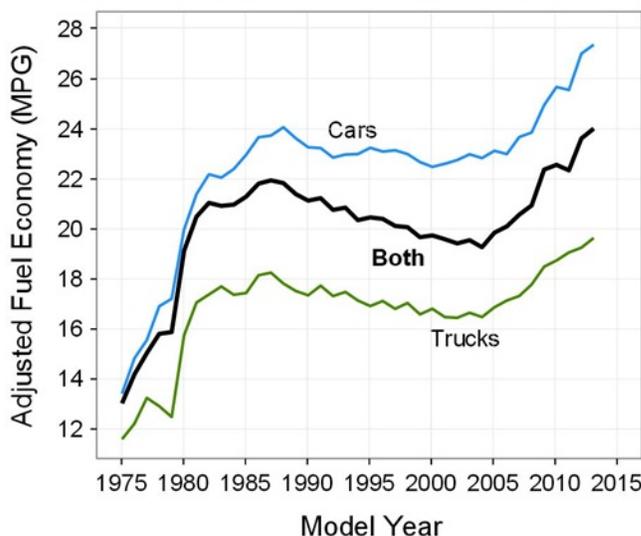
The tires have been used as original equipment on certain Ford vehicles. They have also been used as replacement tires on various commercial light trucks, full-size heavy-duty vans, small RVs and some large pickup trucks. The recall covers tires manufactured from Jan. 10, 2010, through June 23, 2012.

Tread separation can lead to rapid air loss, which can result in a loss of vehicle control.

Michelin dealers will replace the tires free of charge. The recall is expected to begin on Jan. 6.

Owners of the tires can reach Michelin at 1-800-231-5893.

Adjusted Fuel Economy for MY 1975-2013¹



Business Fleet

Model-year 2012 vehicles achieved an all-time high fuel economy of 23.6 miles per gallon (mpg), according to a report released by the U.S. Environmental Protection Agency.

This represents a 1.2 mpg increase over the previous year, making it the second largest annual increase in the last 30 years. Fuel economy has increased by 2.6 mpg, or 12 percent, since 2008, and by 4.3 mpg, or 22 percent, since 2004.

The EPA's annual report, "Light-Duty Automotive Technology, Carbon Dioxide Emissions, and Fuel Economy Trends: 1975 through 2013," attributes much of the recent improvement to the rapid adoption of more efficient technologies such as direct-injection engines, turbochargers, and advanced transmissions.

Mazda achieved the highest fleet-wide rating at 27.1 mpg, a 2.1 mpg improvement from 2011. Honda and Toyota placed second and third with a rating of 26.6 mpg and 25.6 mpg respectively. Ford was the highest U.S.-based automaker on the list at 22.8 mpg. GM reached 21.7 mpg and Chrysler came in with a 20.1 mpg.

Fuel economy is expected to continue improving under the Obama administration's National Clean Car Program standards. The program expects to double fuel economy standards by 2025 and cut vehicle greenhouse gas emissions by half.

Despite the more fuel-efficient engines, vehicle performance hasn't suffered, according to the report. The average car still reached 0 to 60 mph in 9.4 seconds, which was unchanged from 2011 data. While average power fell by 8 horsepower to 222 hp in 2012, average vehicle weight fell by 150 pounds.

In its report, the EPA noted that adjusted fuel economy values reflect real-world estimates and are not comparable to automaker standards



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.

Diesels Dominate Ward's Top '14 Engines

Automotive Fleet

Three diesels, a 3-cylinder turbo, and a battery electric vehicle appeared on the 2014 Ward's 10 Best Engines list, which was released today.

Ward's Auto released the annual list, now in its 20th year, after testing 44 powertrains that must be on sale by April 1. The winners included eight with direct injection and six with forced induction.

The winners included the 3.0L Turbodiesel DOHC V-6 in the Ram 1500 EcoDiesel; 83-kW Electric

compliance levels. Adjusted economy values are about 20% lower, on average, than non-adjusted fuel economy values.

Hankook Gives Winter Tire Safety Tips

Work Truck

With frigid, snowy weather gripping most of the Midwest and Northeast, Hankook Tire is offering tips to stay safe and on the road during the most severe winter weather.

The company offered several tips for driving in snowy conditions:

- Keep tires properly inflated. For every 10 degree Fahrenheit change in outside temperature, your tire's inflation pressure will change by about 1 psi. Improperly inflated tires can lead to poor traction, decreased control, and skidding.
- Slowly accelerate and decelerate. Applying engine power slowly to accelerate is the best method for regaining traction and avoiding skids. Don't try to get moving in a hurry, and take time to slow down when stopping
- Invest in a set of dedicated Winter tires for the vehicle. Winter tires, such as the Hankook Winter i*cept evo, are specifically designed to provide improved traction in cold, snowy and icy conditions. Whether the vehicle is front wheel drive, rear wheel drive or all wheel drive, winter tires can offer you and your vehicle an additional element of performance to get you through those tricky winter driving months.

Even with the severe winter weather currently gripping large sections of the U.S., drivers are confident about driving in snowy conditions. According to Hankook's annual Winter Gauge Index, 76% of U.S. drivers reported that they are comfortable driving in snowy conditions. Only 1% reported that they don't drive in the snow.

GAP Insurance

Adam Berger

GAP insurance, according to Wikipedia, is also known as Guaranteed Auto Protection or Guaranteed Asset Protection and as GAP within the North American financial industry. GAP insurance covers the difference between the actual cash value of a vehicle and the balance still owed on the financing (car loan, lease, etc.). GAP coverage is mainly used on new and used small vehicles (cars and trucks) and heavy trucks. Some financing companies and lease contracts require it. In many cases, it is a very good idea as the cost is nominal and the risk is substantial when a vehicle is newer. The risk is the greatest when a vehicle is brand new and decreases over time.

To understand GAP insurance, it is critical to understand that when an auto loan is at it's maximum value (day 1), you are at greatest risk of a total loss on your vehicle. If the insurance company deems your car a total loss as the result of an accident and an agreed actual cash value is settled upon that falls short of the vehicles loan or lease payoff, there is a "gap." Insurance covers that loss, pays the difference such that you can get into a new or lightly used replacement vehicle and not be out of

Motor in the Fiat 500e;
1.0L EcoBoost DOHC I-3
in the Ford

Fiesta; and the 2.0L
Turbodiesel DOHC I-4 in
the Chevrolet Cruze
Diesel.

pocket for the "gap amount."

Long-term auto loans create very bad situations for buyers because very little principal is paid in the early years so the gap is very pronounced.

Car dealer leases often include the GAP insurance premium, but most fleet leases do not. It is left up to the lessee and their fleet manager.

The fleet management company does not typically dictate it. Most recommend it as the premiums are quite de minimis.

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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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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