

FLEET RESEARCH

Q U A R T E R L Y

Latest Fleet Study — Just Published

- ✓ Policy and Administration of Corporate Vehicle Fleets
- ✓ Vehicle Selection and Fleet Composition
- ✓ Fleet Management Challenges and Concerns

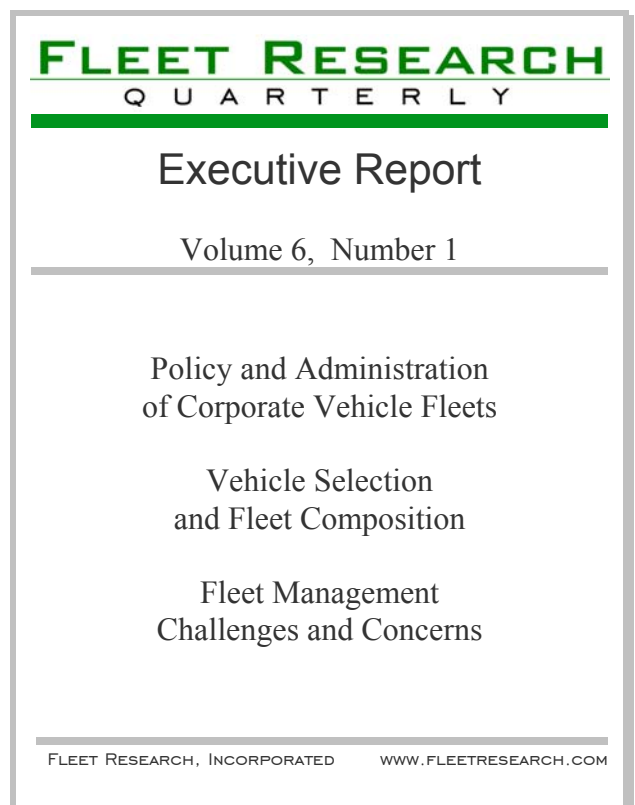
Attention Fleet Professionals:

Fleet Research Quarterly's latest fleet analysis is now available. Our just-published report contains current statistics on fleet department management and decision-making, fleet policy components, vehicle selection, and fleet composition by vehicle make, type and size. This calendar quarter we've added expanded commentary and insightful year-to-year data comparisons that illustrate important fleet management trends taking place right now. This report is an essential reference for benchmarking and fine-tuning your fleet operation. Please read on, then order your copy today.

About our research . . .

Each Fleet Research Quarterly Executive Report is based on the real-world experiences of professional fleet managers across North America. Our research methodology allows us to tabulate and deliver accurate fleet operating information on an ongoing basis, with a rapid turnaround time measured in weeks. Our entire research effort is based on the belief that you shouldn't run your fleet on old, outdated data.

Fleet Research Quarterly's latest report analyzes operating data gathered from 640 fleet managers with a median fleet size of 425 vehicles, primarily passenger cars and light-duty trucks. Our research findings are broken down by type of fleet—corporate/business, government/public service, and private utility. Use these up-to-date statistics to evaluate your own fleet performance and to better understand how fleet policies and costs vary between types of fleets. Report highlights and a complete table of contents are listed on the next page . . .



Policy and Administration of Corporate Fleet Vehicles

- ✓ Person responsible for general fleet policy
- ✓ Number of vehicle sources included in vehicle acquisition negotiations
- ✓ Purchasing and vehicle selection authority among surveyed fleet managers
- ✓ Primary party in the majority of vehicle acquisitions—by type of fleet
- ✓ Primary non-fleet job responsibility among fleet managers with additional duties
- ✓ Areas of fleet management covered by written fleet policy
- ✓ Fleet policy changes implemented during past 12 months
- ✓ Percentage of managers making significant fleet policy changes
- ✓ Primary reason for fleet policy change
- ✓ Primary type of vehicle ownership—by type of fleet
- ✓ Vehicle ownership trends—owned vs. leased vs. employee-provided

Find out more about
**FLEET RESEARCH
QUARTERLY**

www.fleetresearch.com

Vehicle Selection and Fleet Composition

- ✓ Big-Three ranking among fleets—based on choice of primary fleet vehicle
- ✓ Primary choice of fleet vehicle—by vehicle make and type of fleet
- ✓ Primary choice of fleet vehicle—by vehicle type
- ✓ Average cost of primary fleet vehicle—by type of fleet
- ✓ Primary choice of fleet vehicle—by vehicle size and type of fleet
- ✓ Average discount off MSRP—by type of fleet

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QUARTERLY'S**

latest report contains 20 charts and 12 data tables with research results separated by type of fleet—business, government and private utility. The statistics represent survey responses from 640 fleet managers controlling a total of 389,760 vehicles.

Fleet Management Challenges & Concerns

- ✓ Single greatest problem facing today's fleet manager
- ✓ Top five concerns affecting the fleet operation
- ✓ Importance of cost efficiency when establishing fleet policy
- ✓ Importance of fringe benefit value when establishing fleet policy
- ✓ Importance of corporate image when establishing fleet policy
- ✓ Importance of driver satisfaction when establishing fleet policy
- ✓ Importance of administrative ease when establishing fleet policy

Survey Demographics

- ✓ Primary fleet category of respondents
- ✓ Survey respondents' fleet size
- ✓ Average miles driven per year—per vehicle
- ✓ Headquarters location of surveyed fleets

What's next from Fleet Research Quarterly


Fleet Research Quarterly is a continuous research effort. We present our ongoing study of fleet management in a series of four quarterly Executive Reports. Individually, each Executive Report zeroes in on three key areas of successful fleet management. For the serious fleet professional, Fleet Research Quarterly's four-part series serves as an up-to-date reference tool for better managing your fleet operation.

Full-year subscriptions can begin at any time and are complemented with password-only access to our online reports at www.fleetresearch.com. Here's a snapshot of what's coming up next:

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2ND QUARTER 2008

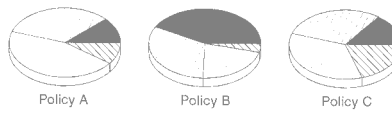
- ✓ Vehicle Replacement Cycles and Disposal Strategies
- ✓ Vehicle Maintenance and Repair
- ✓ Driver Safety Programs and Practices



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3RD QUARTER 2008

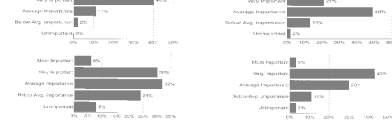
- ✓ Fleet Manager Salaries and Job Qualifications
- ✓ Fleet Vehicle Insurance Coverage and Costs
- ✓ Vehicle Leasing Policies/Practices



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4TH QUARTER 2008

- ✓ Alternative Fuel Vehicles and Policy Management
- ✓ Fixed and Operating Costs Among U.S. and Canadian Fleets
- ✓ Outsourcing Policies and Practices



Accurate fleet operating data—guaranteed

Fleet Research Quarterly is the most timely reference available for comparing and benchmarking your fleet operation. Subscribe now with this assurance: If we disappoint you with the quality, scope and timeliness of our fleet research, we'll refund your *entire* payment.

Here's how to order

To order Fleet Research Quarterly, visit our website at www.fleetresearch.com. Select from four Executive Reports, including our latest report featuring data on fleet policy and administration, fleet composition, vehicle preferences, and the leading challenges facing fleet managers today.

You'll save money and gain a full year of online data updates when you order a one-year subscription covering our entire four-part series. See the order form for details, or call us toll-free at 800-914-2599. Please join us by subscribing today.