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## Be Proactive, Not Reactive

*“Action is the foundational key to all success.” Pablo Picasso*

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### Add Telematics to Your Tool Box: Birds Eye Foods® Success Story

Founded in the 1960’s, Birds Eye Foods is a food marketing company that started their brand with a focus on fruit and vegetable consumer products. Over the years, they expanded their offerings to include snacks, canned meals, and salad dressings. As the company grew, so did their fleet of vehicles delivering the goods. Today, Merchants Leasing proudly provides Birds Eye Foods with a fleet of over 200 vehicles.

Fleet manager Charlie Baker expressed needs for monitoring his delivery vehicles; specifically knowing where they are, how they are being used, and the vehicles’ mechanical condition. Merchants Leasing was able to provide him with the perfect solution: Telematics. As of January 2009, 50 Birds Eye Foods vehicles were equipped with Telematics devices.

#### Charlie’s Pain Points:

- Visibility: Location of vehicles, routes driven, stops made, and unauthorized personal use.
- Fuel: High consumption level due to excess idle time and speeding.
- Maintenance: Breakdowns due to general maintenance issues and major problems such as overheating.

#### Merchants Telematics Solution:

- GPS tracking: Telematics provides real-time data 24 hours a day on the location of vehicles, map of roads driven, stops they made, and information on how long vehicles were in motion, idling or parked.
- Fuel Monitoring: Consumption can be managed by monitoring vehicles’ idle time and speed.
- Maintenance Management: Telematics diagnostics and scheduled maintenance alerts notify the fleet manager and specific Merchants’ ASE certified service team members of a vehicle’s needs.

Charlie Baker introduced Telematics to his fleet drivers by sending an informational letter focusing on the positive aspects of its use to clear the air on “big brother” connotations. He said, “A letter was sent to drivers explaining what Telematics would do. We wanted to be upfront and honest with our employees. We stressed the positive aspects of the device such as the ability to locate them in case of an emergency and to send alerts to sales managers on their good delivery methods. We made sure they knew Telematics would benefit both them and the company by preventing breakdowns and improving delivery schedules, therefore strengthening customer relationships and increasing sales. These positive results increase business, rewarding our commission-paid delivery drivers.”

Telematics has become an integral part of daily business for Birds Eye Foods. Administrative tasks have become more efficient. Charlie is the main person who accesses the Telematics portal; however, he has set up specific alerts to be sent directly to other managers. He highly recommends Merchants Leasing and Telematics to other

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## Telematics - Continued

companies. “Merchants Leasing's customer service is fantastic and their Telematics solution has provided me with everything I need, and more. They have exceeded my expectations.”

Telematics enables you to be proactive in keeping your fleet in top condition. To learn more about how Merchants Leasing can “Go Further” for your fleet with Telematics and other fleet management tools, please view our web-site [www.merchantsleasing.com](http://www.merchantsleasing.com) or contact your sales representative directly.

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## Remarketing Program - Exclusive Deals For Our Clients

Merchants Leasing is now offering online access to purchase remarketed vehicles through a new user friendly inventory web site at [www.merchantsleasing.com](http://www.merchantsleasing.com). Merchants' remarketed vehicles can be purchased by anyone in your organization for personal use: your drivers, family members, friends — even you.

Merchants Leasing is committed to help you maximize the residual worth of your vehicle when its lease ends. By using multiple channels to create more opportunities to sell its off-lease vehicles, we can return the most value on your vehicle. Some channels we use include GM Smart Auction, Manheim OVE, Dealer Direct, our retail lot, and now the new remarketing inventory web site.

One of Merchants Leasing's owners Jeffrey Singer and Fleet Remarketing Manager Ron Jawidzik have worked diligently over the past few months to organize and build our remarketing program online. The new page gives you access to vehicles listed on all channels. Vehicles are automatically removed from inventory when they are sold on another channel, keeping this web site up to date with current offerings.

For many people, buying a car is an important decision with many factors. You could be buying based upon your daily transportation needs, your family's safety, or other personal interests. After your needs are determined, the buying process becomes focused on the condition and price of the vehicle. Jeffrey Singer commented on the remarketing program, “Customers now have the opportunity to buy a car with a clean history and save thousands of dollars.”

Purchasing a vehicle from our remarketing program provides you with quality selection, condition and price.

**Selection:** Merchants has a wide variety of quality used vehicles that come off lease continuously. We offer many makes and models to suit your needs. Our inventory is updated multiple times throughout the week.

**Condition:** Most of our vehicles are typically less than five years old and have had only one driver. Wear and tear is minimal and maintenance records are available.

**Price:** Remarketed vehicle prices are phenomenal, averaging up to \$3,000 less than retail cost. Occasional special promotions may include additional discounts.

## Remarketing Program - Continued

Ron Jawidzik recently sold a Nissan Sentra, Nissan Maxima and Cadillac Escalade to an employee of a satisfied client called The Pantry. The vehicles were for the employee's daughter and two family friends. "Merchants caters to everyone's needs, there is something for everyone in our remarketing program," Ron said

**Merchants Leasing cares about client needs and is here for you as your used vehicle solution.** [Click here](#) to view our current used vehicle inventory. [Contact us](#) today or call us at 1-866-6LEASES for more information. If you would like to showcase our remarketing program to your employees by adding a link on your company's intranet page, please contact your sales representative with your interest.

## "Go Further" Photo Contest Winners – The Results Are In!

Merchants Leasing began its "Go Further" initiative in the beginning of this year. Our goal is to take fleet management to a new level. We strive to provide our clients with the best comprehensive fleet solution and to be a resource center on industry topics.

In honor of our commitment to "Go Further," Merchants Leasing held a national photo contest showcasing how people "Go Further" in their lives. We asked the national public to participate and received an enthusiastic response.

Entries consisted of a multitude of activities including hang gliding, white water kayaking, jungle explorations, extreme hiking and more. Three finalists have been awarded a 32GB Apple iPad for their drive to "Go Further".

Krish Bandaru of Sunnyvale, CA captivated us with his photo titled "Everest and Me." He has climbed Mount Everest twice and boasts it is his greatest accomplishment as an avid hiker. Krish goes further in life by trying new things, "You'd be surprised what you find you can do and if you don't try something new, you'll never know if it's something you like."

Josh Willins from Howell, NJ sent in an amazing shot of himself ice climbing. He enjoys many hobbies including ice climbing, hiking, surfing and snowboarding. Josh believes, "Challenging yourself to go further is a crucial part of living. It is where you learn the most about yourself and what you're made of."

Joan Hicks of Loganville, GA captured our hearts with a picture of her at the Special Olympics. She has volunteered at the Special Olympics for two years and recommends volunteering to everyone. Participating is a very emotional and rewarding experience. Joan says, "The Special Olympics is a wonderful program where you meet some really cool people. It includes several weeks of training, so you get to know everybody."



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## “Go Further” Photo Contest Winners – Continued

Merchants Leasing thanks everyone who took part in the contest. We hope this story inspires readers to “Go Further.” Remember to live life to the fullest, try new things, learn and give your all in everything you do. To learn more about how Merchants Leasing can “Go Further” for you, visit [www.merchantsleasing.com](http://www.merchantsleasing.com).

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## About Merchants Leasing

Merchants Leasing provides customers nationwide a total fleet solution, which includes its unique No Risk closed-end lease option. Other comprehensive services include insurance and maintenance programs, fuel cards to manage mileage and gasoline expenses, roadside assistance, accident and risk management, Telematics, local and nationwide delivery, and expert fleet management and administration. Merchants leases a variety of vehicles including cars, trucks and vans, law enforcement vehicles, handicap-equipped vehicles and more. Merchants Leasing is part of Hooksett based Merchants Automotive Group, Inc. and a Singer Family Company which includes Merchants Auto, Merchants Service and CARQUEST Parts. For more information about Merchants Leasing, visit the company’s website at [www.merchantsleasing.com](http://www.merchantsleasing.com).

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