

The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.



## September 2011

---

### Ford Fleet Highlights for 2012 An Interview with Ford National Account Manager Cathy Morrissey

For over 20 years Ford has shown its strength in the fleet industry by consistently ranking in the top two of all manufacturers for fleet sales. Ford's National Account Manager, Cathy Morrissey, spoke with Merchants about Ford's current and future product offerings and advancements.

Green initiatives are still top of mind for the industry and fleet managers going into 2012. "Downsizing to 4 cylinders and/or changing over to hybrid and electric models in commercial fleets continue to be a rising trend across the nation," Cathy said. Ford improved and expanded availability of its EcoBoost™ engines. EcoBoost is a family of turbocharged and direct injected six-cylinder and four-cylinder gasoline engines designed to deliver power and torque consistent with larger displacement engines.[1] The advancements for 2012 not only provide more power, but increase fuel efficiency by 20-30% in 2.0L engines such as the currently available 2012 Edge and the 2013 Taurus to be released in January of 2012. In March 2012, Ford will unveil its 2013 Escape based off its European model equipped with an EcoBoost engine that provides 25/33mpg. Later in the year, they will release the all new Fusion 1.6L front wheel drive achieving 27/37mpg; a great improvement from its current 2.5L at 22/25mpg.

### In This Issue

[Ford Fleet Highlights for 2012](#)  
[Fleet On-Demand Success Stories](#)  
[Fleet Solutions Spotlight: Benefits of Glass Administration](#)  
[Fleetcast Episode 7: Lease Accounting Project](#)  
[Events](#)  
[Remarketing Programs](#)  
[Editor's Note](#)

---

### Upcoming Events

**VIPAR**  
October 16-21, 2011  
Phoenix, AZ

---

### Remarketing Programs

**SAVE UP TO \$3,000 OFF  
NADA USED CAR GUIDE  
PRICES!!!**

[View](#) our remarketing programs and inventory page. [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.

---

"In 2011, over 50% of Ford's sales were of trucks," Cathy reported. EcoBoost has been the most popular in Ford's 6 cylinder truck line. The regular 3.7L F-150 engines offer 17/23mpg while the 3.5L equipped with EcoBoost offer similar gas mileage but have better torque for pulling power. In efforts to further the advancement of truck performance, as of August 2011, Ford and Toyota signed a memorandum of understanding (MOU) agreement that specifies the companies will jointly develop, as equal partners a new rear-wheel drive hybrid system and component technology for light trucks and SUVs.[2]

2012 highlights also include Ford's all-electric, electric plug-in hybrids and hybrid models. The newest plug-in hybrid is the 2013 C-MAX Energi which is predicted to achieve more than 500 miles of driving range using the battery and engine; more than any other plug-in or extended-range vehicle. The C-MAX Hybrid is expected to deliver better miles-per-gallon than the 2011 Ford Fusion Hybrid which at 46/31mpg is the most fuel-efficient sedan in America. It builds on the success of the powersplit architecture Ford uses in its current hybrids, allowing it to operate in fuel-saving electric mode beyond 47 mph. [3]

Ford plans for a gradual roll-out of their all-electric 2012 Ford Focus. Cathy explained, "They are currently working on advancing technologies with power grid and utility companies before a wide release." The all-electric Focus offers 100 miles before recharge and will have competitive fleet lease pricing. Another all-electric model to consider is the 2012 Transit Connect EV van. However, the larger vehicle comes with a larger price tag and 80 miles to the recharge.

Other popular technologies will enhance fleet safety such as SYNC®, MyKey® and BLIS®. These features have continued to be developed and advanced over the years. SYNC has improved communication for fleets with hands free blue tooth capabilities and MyKey has allowed fleet managers to control drivers' actions such a limited speeds and automatic turn down of the radio. The BLIS feature is a traffic alert that illuminates an amber light in driver-side mirrors if a vehicle is in the driver's blind spot. It also performs cross-traffic notification when backing out of parking spaces.

## Follow-up Links

[Merchants Leasing](#)

[Fleet Solutions](#)

[Fleetcast](#)

[Read](#) past issues of Fleet Report online.

---

## Editor's Note

Fleet Report is published by Merchants Leasing. You are receiving this email because of your relationship with us.

Don't forget to add [leasecontact@merchantsleasing.com](mailto:leasecontact@merchantsleasing.com) to your address book so we'll be sure to land in your inbox!

We'd love to hear your questions, comments or suggestions. Please [contact](#) us.

Sincerely,

**Jessica Heizer**  
Merchants Leasing

---

## About Us

Merchants Leasing is a full-service leasing company committed to developing tailored fleet programs for its customers. It goes further to offer a unique No Risk closed-end lease option and a comprehensive choice of leasing programs and fleet solutions. In addition to its wide range of vehicles for lease, customers can take advantage of Merchants insurance and maintenance programs, roadside assistance, telematics, fuel cards, local and nationwide delivery, and expert fleet management and administration.

Headquartered in Greater Manchester, NH, Merchants is part of the Merchants Automotive Group and a Singer Family

Ford Motor Company is just one of the manufacturers Fleet Report will cover in upcoming issues. Check all manufacturers' websites for the most up-to-date information. For other resources and industry news, visit [www.merchantsleasing.com](http://www.merchantsleasing.com).

- 
- [1] [Wikipedia](#)
  - [2] [Automotive Fleet](#)
  - [3] [www.ford.com](http://www.ford.com)

---

## Short-Term Solutions On-Demand Success Stories

Merchants Leasing Short-Term Solutions specializes in flexible leases ranging from two to 12 months on-demand; quick order and delivery. They serve all industries and most recently found a niche working with marketing and advertising agencies whose clients have vehicle needs. A firm's client requests a vehicle, then the firm comes to Merchants to obtain the total transportation solution; vehicle selection, custom up-fitting, branding and delivery. Merchants collaborates efforts with all parties involved and its nationwide footprint allows delivery across the country no matter where the marketing firm and their client are located.

### Valent

Valent U.S.A. Corporation is a leading crop protection firm serving the agricultural and non-crop products markets in North America. Valent products help growers produce safe and abundant food and fiber crops, and horticultural professionals improve the quality of life for their customers.

Need: 6 month promotion launching the retail availability of their product.

Solution: 3 Volkswagen Bugs. On-demand order to delivery in Florida was completed in 4 days.

Location: Valent is headquartered in California and their marketing agency Archer Malmo is

Company. For more information about Merchants Leasing, visit [www.merchantsleasing.com](http://www.merchantsleasing.com).

### Email

PO Box 16415  
1278 Hooksett Road  
Hooksett, NH 03106

Toll-free: 1-866-6LEASES (1-866-653-2737)

Direct Line: 603-669-4100

Fax: 603-669-2031

located in Tennessee.

### Red Diamond Wine

Red Diamond celebrates Washington state's distinctive reds with layers of luscious, fruit-forward flavors. The multi-faceted Red Diamond wines showcase the unique personality of the region's grapes.

Need: Special vehicles to properly portray the company's image for promotional events on the east and west coasts for 8 months.

Solution: 2 Chevrolet Suburbans with company logo and name. On-demand order was placed and vehicles were delivered to Los Angeles, CA and Georgia within 10 days.

Location: Red Diamond Wine is located in Washington and their marketing firm Strategic Marketing Group is in New York, New York.

### Sierra Mist and Sobe

Sierra Mist and Sobe are beverage lines produced by PepsiCo Inc. Sierra Mist products are lemon-lime sodas and Sobe consists of various teas and water.

Need: Promotional events such as new store openings, sporting events and fairs. 5 month Sierra and 12 month Sobe contracts.

Solution: Merchants provided Sierra 5 Ford Flexes and Sobe 3 Ford cargo vans. Specialty vehicles with roof racks were ordered and "wrapped" with logo and branding graphics. On-demand order to delivery in Los Angeles, CA and New York City, NY within 4-8 weeks.

Location: PepsiCo Inc. and their marketing agency Motive headquarters are in New York City, NY.



Merchants Short-term Solutions understands client needs and industry trends. For some, their business lead time has been shortened which has caused a rise in on-demand necessities. Merchants' corporate short-term solution sales manager Chris Brock explains, "What makes us unique is that we offer customized fleet solutions based on specific needs and can provide quick delivery. What fleet you need, when and where you want it; gone when you don't."

To learn more about Merchants Short-Term Solutions and other leasing programs, visit [www.merchantsleasing.com](http://www.merchantsleasing.com). You can also listen to a Fleetcast on the benefits of short-term leasing with the Director of the department John Cail at [merchantsleasing.fleetcast.com](http://merchantsleasing.fleetcast.com).

---

## **FLEET** **SOLUTIONS SPOTLIGHT**

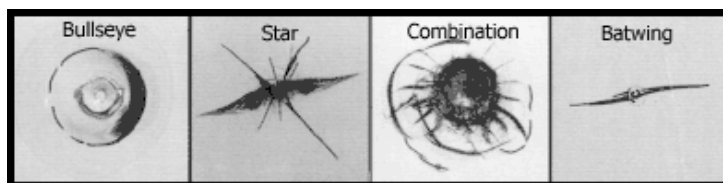
### Benefits of Glass Administration

Fleet Solutions offers custom fleet maintenance programs to fit your needs-helping you control expenses and alleviate administrative burdens. One aspect of this includes glass administration; in other words, windshield service replacements and repair.

The windshield is an essential part of the vehicle's structural support during an accident. A windshield serves multiple purposes. In a front end collision the windshield provides up to 45% of the structural integrity of the cabin of the vehicle and in a rollover, up to 60%. [1]. It prevents passengers from being ejected and the roof from caving in during an accident. It also is specifically angled to aid in the correct positioning of airbag deployment. Therefore, it is very important to have a windshield installed and repaired properly.

Many types of chip and crack damage can be successfully repaired. Bullseyes, cracks, starbreaks or a combination of all three, can be repaired without removing the glass, eliminating the risk of leaking or bonding problems sometimes associated with replacement. [2] If replacement is necessary, proper installation is very important.

Repair:



Replace:



Benefits of glass administration through a fleet maintenance program include:

- Professional repairs and replacements completed in a timely manner
- Vast repair network with facilities nationwide
- Access up-to-date claim information for each and every repair/replacement
- Review claims data to measure glass damage by state/vehicle to base future fleet decisions on
- Fraud prevention: Ensure drivers aren't expensing glass repairs for their own monetary benefit.

With Merchants Leasing's nationwide fleet

maintenance coverage behind you, you can breathe easy and focus on your core business. We offer full or tailored programs, making sure that we keep your interest in mind by assisting with preventative maintenance compliance, managing repairs and minimizing downtime. For more information contact your sales executive or visit [www.fleetsolutions.com](http://www.fleetsolutions.com). You can also listen to a Fleetcast on the benefits of a full maintenance program at [fleetcast.merchantsleasing.com](http://fleetcast.merchantsleasing.com).

---

[1] [Safe Windshields](#)

[2] [Wikipedia](#)

---

# FLEETCAST

M E R C H A N T S   L E A S I N G

Episode 8 Now Available for Download

## The Lease Accounting Project



In this episode of Fleetcast, we talk with Bill Bosco, President of Lease 101 about the Lease Accounting Project. Bill talks about how proposed new lease accounting rules might impact fleet leasing lessors. Bill details the possible changes and predicts how the fleet lease market might change under the new rules.

[Register now](#) to start listening and learning today. Do so before November 30th and you'll be entered for a chance to win a free



iPad2! Like what you've heard? Don't forget to share Fleetcast online with your coworkers and industry friends. If there is a topic you would like to hear about in a





Fleetcast, email us your idea at [leasecontact@merchantsleasing.com](mailto:leasecontact@merchantsleasing.com).

***Sneak Peek at Future Topics:***

Lease vs. Reimbursement  
Open vs. Closed End Leases  
Best Practices for Government Fleets at the State Level  
Impact of Maintenance Expenses on Extended Vehicle Cycles

---

**Follow Us and Join Our Networking Group**

-  Merchants Leasing - merchantslease
-  Fleet Solutions - fleetinfo
-  Fleet Leasing and Fleet Management Group
-  Merchants Leasing - merchantsleasing1

[Forward email](#)



This email was sent to [jessicaheizer@merchantsleasing.com](mailto:jessicaheizer@merchantsleasing.com) by [leasecontact@merchantsleasing.com](mailto:leasecontact@merchantsleasing.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Merchants Leasing | 1278 Hooksett Road | Hooksett | NH | 03106