

Customer Focus Commitment

Doering Leasing Co. is a service business providing the highest level of service to high quality established companies with superior credit ratings.

Doering Leasing Co. targets businesses with company fleet vehicles. Most clients are based in the Wisconsin-area and many have vehicles in areas across the continental United States and abroad. In addition, Doering Leasing Co. provides executive vehicle leasing to Milwaukee-area professionals who want educated advice, the best service, efficiency, and a pleasant experience.

The staff at Doering Leasing Co. teaches business owners and Milwaukee professionals about cash management, opportunity cost, cost of capital. We teach them how to properly leverage their businesses and earn a healthy return on investment. This approach has led us into the lobbies of some of the most prominent firms in the greater-Milwaukee area. We now believe we are the largest locally-owned independent leasing company in the SE Wisconsin area. As an independent leasing company, we purposefully do not own franchised car dealerships. This allows us the distinct ability to remain unbiased, untainted, and 100% focused on the wants of our clients and act in their best interests.

Doering Leasing Co. is our clients' business consultants and business partners, not their car salesmen. It couldn't be more true. The day Doering Leasing Co. was started 18 years ago, the premise of the company was to be the best at what we do.

Doering Leasing Co. quite simply goes above and beyond for each and every customer. Each salesperson and each office support staff take great pride in being ten leaps ahead of the competition and wow our clients.

The leasing business is fundamentally simple, but if our staff believed what we did was simple, we would simply be another spigot for the status-quo service widely prevalent in the automobile business. We would make the critical error, but we don't. Our success and the basis for which each of our clients works with Doering Leasing Co. is simple -- we are different and we are entirely customer focused. We're absolutely NOT in the car business; we're in the service business. We value our clients time over our own.

In most cases, clients outsource the administration of their vehicle fleets entirely to Doering Leasing Co. They sleep at night knowing we stay on top of their employees, their vehicle renewals, and do so with the consistency and professionalism you expect of your attorney or doctor. Our buying power allows us to procure customer vehicles cheaper than they could on their own. In addition, the process is simpler, faster, and more professional.

If not for our service and customer relationships, we would not be where we are today. The Doering family has been in the SE Wisconsin car business since 1924 and was once

the largest dealer in the state. Today, we parlay our brand equity entirely on our leasing customers.

In the car business, the term “POS” has one common meaning. In Doering Leasing Co.’s business, POS means positively outstanding service. That is what we do every day for every customer and every car. Customers have told us repeatedly “It was an absolute pleasure,” “I don’t know how I would ever go back to the old way,” and “I’ve bought and leased hundreds of vehicles before working with Doering and I must say you are the best at what you do – hands down.”

We try to be the good guys in what is perceived as a bad business ... and succeed at it. Our commitment to the customer, our impeccable service, our consistent staff who take ownership of each of their clients and our consistency over the weeks, months, and years helps us grow our business and retain clients long term.

Employee Relations Philosophy

In short, entrepreneurship, autonomy, empowerment, environment, support, and compensation are the basis for our employee relations philosophy at Doering Leasing Co.

Each employee is empowered to do their job incredibly well, challenged to provide the best service to customers and grow the company. Each of our leasing “producers” manages their own portfolio autonomously and sees to it that each promise made is a promise kept. This pervasive environment of entrepreneurship runs throughout Doering Leasing Co. and our clients love the energy, service, and consistency with which we do our job.

Our office environment is positive and family-oriented. Now a large leasing company, Doering Leasing Co. has the environment and concern for employees as that found in a mom-and-pop store. We are a close-knit company inside the office and outside of the office. Company outings and social events help keep us close. These events provide the intangible backdrop that helps us operate so comfortably with each other in the office, yet be flexible when a mistake is inevitably made, when someone needs time off, or has an emergency.

We have a very competitive retirement plan with matching contributions, company cars for our producers, company sponsored lunches, and flexible work schedules for all staff.

Just as we treat our customers better than expected, our employees feel cared for and appreciated. Every member of our company comes in direct contact with customers. This helps create a company-wide atmosphere that everything we do is ultimately for our customers’ benefit. Our job is to save them time, energy, money, and frustration.

Our employees are given more responsibility, more autonomy, more control over the business than any other company in our industry. Commensurate with responsibilities and expectations, our employees are compensated better than the industry average in every way. Each employee has their own set of needs to help boost productivity, focus, and comfort. At Doering Leasing Co., we help improve the individual work environment of our employees to help them do their jobs better. Then we reward them with the best work environment and compensation in our business. In the end, our customers get the benefit of everything we do behind the scenes! It absolutely shows through.

Community Service Involvement

Doering Leasing Co. supports our staff and our community as well. Many employees have active involvement with churches, charities, not-for-profits and community events. Chip Doering is a board member of a local not-for-profit and plays a role on both the finance and golf committees. The company donates Brewers tickets and an annual donation to the same fundraiser.

In addition, we actively support Milwaukee Shakespeare, the American Boxing Classic, numerous golf events and fundraisers. We have an annual sponsorship of a Hole-in-One prize at both Wisconsin Lutheran and Mother of Good Counsel golf outings annually. The winner receives a free two-year lease on a brand new car!

Doering Leasing Co. actively supports Milwaukee-area professional sports. The Doering Family have been active supporters of the Milwaukee Brewers for over 40 years.

We try to give back some of what we earn to our community and help organizations who can best benefit from our donations. Recently, Doering Leasing Co. donated 10 front-row seats to a Milwaukee Brewers game to the high bidder in an auction to benefit a not-for-profit we support annually. The tickets earned the charity \$700.

Just as Doering Leasing Co. rewards its employees with the successes of our growth, we reward the community. We feel great giving back and believe the goodwill earned in the community is worth ten times what we invest!