

"Buy assets that Appreciate;  
Lease assets that Depreciate."

- J. Paul Getty

## DOERING LEASING CO.

Doering Leasing Co. is a premier provider of fleet leasing services. Our advantage is the service and finance expertise amassed since 1924. Our goal is the efficient management of new and used vehicle fleets nationwide. Saving you time through the selection, procurement, licensing, maintenance, financing, and disposal of vehicles is our core competency.

We are industry experts who will efficiently keep your fleet on the road – allowing you more time to manage your business affairs.

### SATISFACTION IS HIGH PRIORITY

Headquartered in Milwaukee, Wisconsin, Doering Leasing Co. has grown into one of the preeminent independent leasing companies in the country. We have accomplished this by providing a high level of personal service and attention to our valued clients nationwide.

Doering Leasing Co. works closely with clients to provide transportation, cash flow and finance solutions specifically suited to their needs. We're renowned for serving our clients at a higher level than expected and by providing excellent service and finance capability consistently.

We work with each client to customize fleet leases to fit your organization's needs. Whether it is managing your corporate fleet with vehicles nationwide or a smaller operation, employ Doering Leasing Co. to help.

### THE DOERING ADVANTAGE

Doering Leasing Co. makes fleet leasing EASY. We take the time to educate new clients about fleet leasing and guide you through the process so you can make informed business decisions.

Doering Leasing Co. buys hundreds of vehicles annually. Our high volume results in lower acquisition costs. We not only pass these savings on to our clients, but save you the time and frustration associated with managing a fleet. Additionally, we study fleet, volume, and private rebate programs not readily available to the general public. Such fleet rebates result in savings to our clients.

To retain a competitive advantage, companies are realizing that leasing is the most efficient choice today. Want to know more? We will be happy to explain the benefits of leasing, just give us a call.

Ask about our nationwide  
fleet fuel card program



"I've leased hundreds of vehicles in my career and it has never been this easy or this pleasant. We made a great choice leasing our fleet with Doering."

- Fleet Manager  
Green Bay, WI



"Why do I need a million dollars tied up in my fleet when I have a higher IRR [internal rate of return]. I've learned the real benefits of leasing and the concept of opportunity cost. I wish I had learned sooner."

- CFO, Milwaukee, WI

Leasing has been around since the 1920's. Used properly, leasing is a sophisticated finance tool, used by 498 of the Fortune 500 companies.



## QUALITY

It's important to have a leasing company who can provide the highest quality service both at lease inception and consistently throughout the relationship. To ensure the highest quality service, we work with national auto lenders to provide the best rates and solutions. We are not affiliated with any auto dealership and remain unbiased advisors to our fleet clients.

In addition to quality service, Doering Leasing Co. writes leases that ensure our clients' achieve their goals and satisfy their needs. It is in our best interest too – that's how we keep our clients coming back!

## FLEET & EXECUTIVE LEASING

To be more competitive in the future, companies are recognizing the benefits of automobile leasing and embracing the change. An efficient fleet leasing program will provide numerous benefits including:

- Free up cash for the most profitable uses
- Lower monthly payments
- Substantial sales and income tax benefits
- Lower overall operating expenses
- Eliminate downtime
- Enhance your company image
- Abbreviate record keeping
- Off-balance sheet – improve ROI
- Simplify nationwide vehicle distribution
- Lower acquisition cost through leasing
- Eliminate acquisition and disposition costs
- One-stop shop for all makes
- Controls and reporting
- Doering Leasing Co's excellent service

## DOERING MARKET LEADERSHIP

As a market leader in the leasing industry, Doering Leasing Co.'s clients rest easy knowing their fleet management, cash flow, and finance needs are managed by the most capable, dedicated and thorough professionals available. Doering Leasing Co. is dedicated to innovation and progress. This includes electronic exchange of paperwork and online tools. However, we do not employ technology as a substitute for personal and attentive service.

Not all lease agreements are the same; in fact, few are identical. Monthly payment is important, but there are many other variables that determine the quality of a solid fleet leasing plan including:

**Residual value** The purchase option and expected value of a vehicle at lease-end.

**Length of contract** Leases are available from 12 – 84 months. The right term depends on your goals.

**Miles allowed** A properly structured lease is both a realistic prediction of the use [mileage/damage] of vehicles while allowing flexibility in changing circumstances.

**Type of lease** Open-end, closed-end, and executive leases are options to consider. The proper decision requires education and communication with your fleet representative.

**Type of vehicle** An unbiased leasing company will help guide you to the best vehicles for your operation, considering lifecycle cost, depreciation, fuel economy, repair costs and reliability.

**Service** This is where battles are won and lost. You need the highest level of service through the lease term! You also need a trusted advisor through the entire process.

**Contact us today for a free lease seminar!**

We welcome participation and portfolio acquisition opportunities.