

The Donlen Difference



Donlen's diverse customer portfolio contains some of the most recognizable brands in the world, from a wide variety of industries including service and delivery, food and beverage, financial, insurance, distribution, and retail, to name just a few.

What they all have in common, however, is that they chose Donlen as their fleet management partner due to our unmatched ability to provide dynamic insights to their fleet spend in real time.

Our customers understand and value Donlen's leadership with innovation, flexibility, and customization, knowing that our systems are highly scalable, allowing them to run their fleet departments more efficiently.

Donlen Value Pyramid

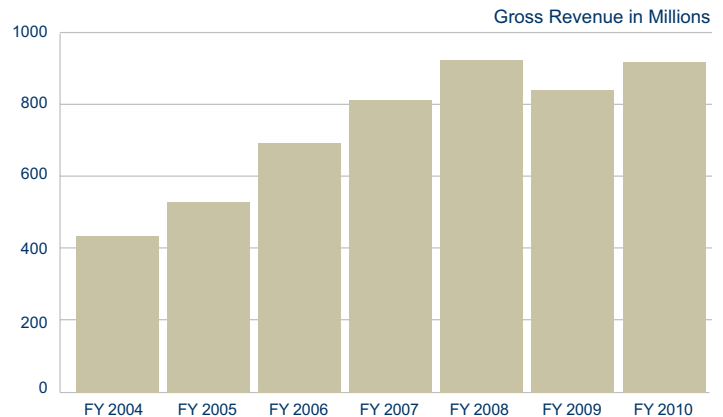
To further enhance our partnership with our customers, we focus on five core areas of distinction that make up the Donlen Value Pyramid: Stability, High Quality Service Delivery, Innovative Technology, Strategic Consulting, and Sustainability. By specializing in these five areas, we are able to pinpoint what is most important to our customers, and help drive successful outcomes for each one of them.



Stability

With one of the highest historical returns on invested capital in the industry, and one of the lowest leverage ratios with a highly diversified funding base, Donlen's financial stability sets us apart in the fleet management industry.

- Our financial stability and impeccable reputation allow Donlen to continue to provide the best financial options to customers who either lease or own their vehicles
- Donlen issues commercial paper through financing mechanisms that are rated at least A1/P1 by Moody's and S&P, which carries an implied AA long term rating, or higher
- Donlen historically maintained one of the lowest leverage ratios in the industry
- Since 2005, Donlen has effectively had no lease write-offs representing 0 basis points



Donlen's excellence has been recognized by these leading organizations and publications:



International Association of Outsourcing Professionals:

Top 100 Global Outsourcing Leader (2011, 2009, 2008, 2007, 2006)

Crain's Chicago Business:

List of 20 Best Places to Work in Chicago (2011, 2010, 2009)



National Association of Business Resources:

101 Best and Brightest Companies to Work for in Chicago (2011, 2010, 2009, 2008, 2007)

American Business Awards:

Corporate Environmental Responsibility Program of the Year (2011)

Most Innovative Company (2010)

Best Use of Technology in Customer Service (2010)

High Quality Service Delivery

Customer satisfaction is a priority at Donlen, and our commitment to the highest quality service delivery drives all of our major business decisions.

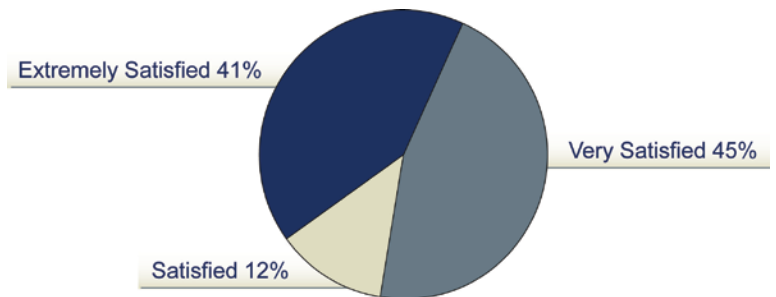
We survey our customers annually and pride ourselves on continued exceptional results. In 2011, 98% of respondents cited that overall, they were satisfied to extremely satisfied with our performance.

Net Promoter Score

As part of our annual survey, we ask a question that is vital to achieving our strategic goals: "How likely are you to recommend Donlen to a friend or colleague?" The result, calculated by subtracting the percentage of promoters minus the percentage of detractors, equals a Net Promoter Score*.

In 2011, Donlen achieved a Net Promoter Score of 61, **more than three times the national average for U.S. companies.**

2011 Overall Customer Satisfaction Results



"What gets measured gets done." – Tom Callahan, Donlen COO

Every year, we set aggressive internal goals for each department based on the Donlen Success Chain. And we continuously measure every process to maintain a 99% goal threshold. By doing so, we ensure that we are delivering the highest quality, most personalized customer service in the industry.

OUR PHILOSOPHY: We believe that employee satisfaction leads to customer satisfaction, resulting in continued success for Donlen and our clients.



*www.netpromoter.com

Innovative, Empowering Technology

Over the years, we've developed a well-deserved reputation for bringing the latest advancements in fleet technology to the market first.

FleetWeb® – our dynamic fleet management platform – integrates all Donlen systems for access to real-time, up-to-the-minute data via a series of customized reports and dashboard configurations. FleetWeb's unique structure gives you:

- Unparalleled ease of use
- Customizable work flow
- Expandable database
- Seamless data import and export
- Sophisticated analytics
- Robust reporting
- Access to your complete fleet history

In addition, Donlen has one of the fleet management industry's most experienced and knowledgeable internal IT departments who can quickly and effectively respond to the needs of every customer. We utilize an extensive research, development, testing, and production process for every one of our tools and customizations ensuring you have access to the most responsive and flexible platform in the industry.

“We continue to make significant investments in our technology,” said Dennis Straight, Donlen's SVP IT. “In 2010, FleetWeb handled 33% more activity, but the system ran 34% faster than the prior year. The performance gains come from software and hardware upgrades combined with new, more efficient code that we've developed internally.”

Recently, Donlen made several significant upgrades and customizations to our robust, online platforms.

Mobile Technology

Recognizing that people no longer access information only while at a computer, Donlen was the first fleet management company to launch native apps for the iPhone®, iPad®, and other devices including BlackBerry® and DROID. Our mobile apps give you and your drivers access to the same information you have online.

A fleet manager from a large U.S. utilities corporation stated, “Donlen understands the way we do business, providing customized solutions to help us adapt as our needs do. FleetWeb Mobile™ lets me manage my fleet on the road, improving productivity 24/7. I can view information on every vehicle in our fleet, approve purchase orders, and find fuel stations or service centers throughout the U.S.”

Online Ordering Tool

Donlen customized our vehicle online ordering tool to fit the business needs of a large, global company that orders almost 2000 vehicles per year. What was once a labor-intensive, expensive process was turned into a resourceful and efficient one. After implementation, the company has a 90% reduction in cost of production and mailing of their ordering booklet, and an increase in their processing efficiency by more than 75%.

The manager had this to say: “The Donlen team has gone above and beyond to show that our needs are met by supplying ways to support our unique business requirements.”

Fleet Request Engine

Donlen created a fleet request engine tool for a large North American parts company allowing users to make fleet-related requests online. This eliminated redundant phone calls and emails and greatly reduced paperwork. Requests are quickly fulfilled because they are sent automatically with a unique identification number and sufficient data to complete the request.

The fleet manager stated, “Donlen continues to provide us with unsurpassed customer service, always coming up with ways to help our business operate more efficiently, saving us time, money, and resources.”

Strategic Consulting

Donlen's strategic consultants utilize our state-of-the-art technology together with comparative data to deliver customized solutions and recommendations over the life of your fleet. We focus on deep analysis to help increase your fleet's efficiency and reduce your environmental impact.

Model. Measure. Manage.TM

By examining your historical, behavioral, and fiscal trends that impact each major lifecycle cost, Donlen's consultants identify potential areas for improvement and recommend solutions to achieve operational efficiency at the lowest cost to you.

Using our proprietary "Model. Measure. Manage." approach, we provide you with measurable data to help you make significant reductions in fuel spend, reduce your overall CO₂ output, and help you reach your organizational goals.

Sustainability



Donlen is a member of the Clinton Global Initiative (CGI), collaborating with the Environment Defense Fund in a five-year CGI Commitment to Action titled “Commercial Fleet 20% GHG Emissions Reduction”

and launching an industry-wide program: **Fleets for Change™**. Utilizing significant Donlen resources and proprietary tools, Fleets for Change will work with companies who pledge to reduce their emissions by 20% over the next five years.

Fleets for Change is the 2011 American Business Award Winner for “Corporate Environmental Responsibility Program of the Year”



FLEETS for CHANGE™
www.fleetsforchange.com



GreenDriver® is the fleet industry’s most comprehensive program to improve efficiency and productivity. Drivers trained with GreenDriver® can reduce their CO₂ emissions, increase vehicle MPG, significantly reduce fuel costs, and promote safe driving behavior to reduce accidents.



DriverPoint™ Telematics is a low-cost, easy-to-use way to provide essential feedback to drivers, maximizing CO₂ and fuel reduction through measurement and management of behaviors learned in the GreenDriver training and certification program. DriverPoint Telematics measures and reports on rate of acceleration, rate of deceleration, speeding, idle time, and RPM.



To complement our Strategic Consulting Services, Donlen launched Donlen GreenKey®, a resource center for fleet managers. Here, customers can access best practices for creating a green fleet policy, link to the latest legislative information, and interact with others in the fleet industry who share the same organizational goals. GreenKey provides tools to help with vehicle selection and operation with an eye on environmental impact.



Using Donlen’s proprietary Vehicle Optimization Model™ (VOM), you can select the most fuel-efficient and environmentally friendly vehicles. In VOM, vehicles are assigned a “green” certification through EPA’s SmartWay air pollution and greenhouse score rating system.

Partnering with Sierra Club, Donlen launched www.coolfleets.com to assist car and truck fleets with vehicle alternatives to gain a better understanding of both their carbon output and lifecycle costs.



Ideas. Focus. Solutions.™

Experience the Donlen difference for yourself. Call or visit us online now.

847-714-1400

www.donlen.com

Blog: www.ontheroadwithdonlen.com

Sustainability: www.donlengreenkey.com

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