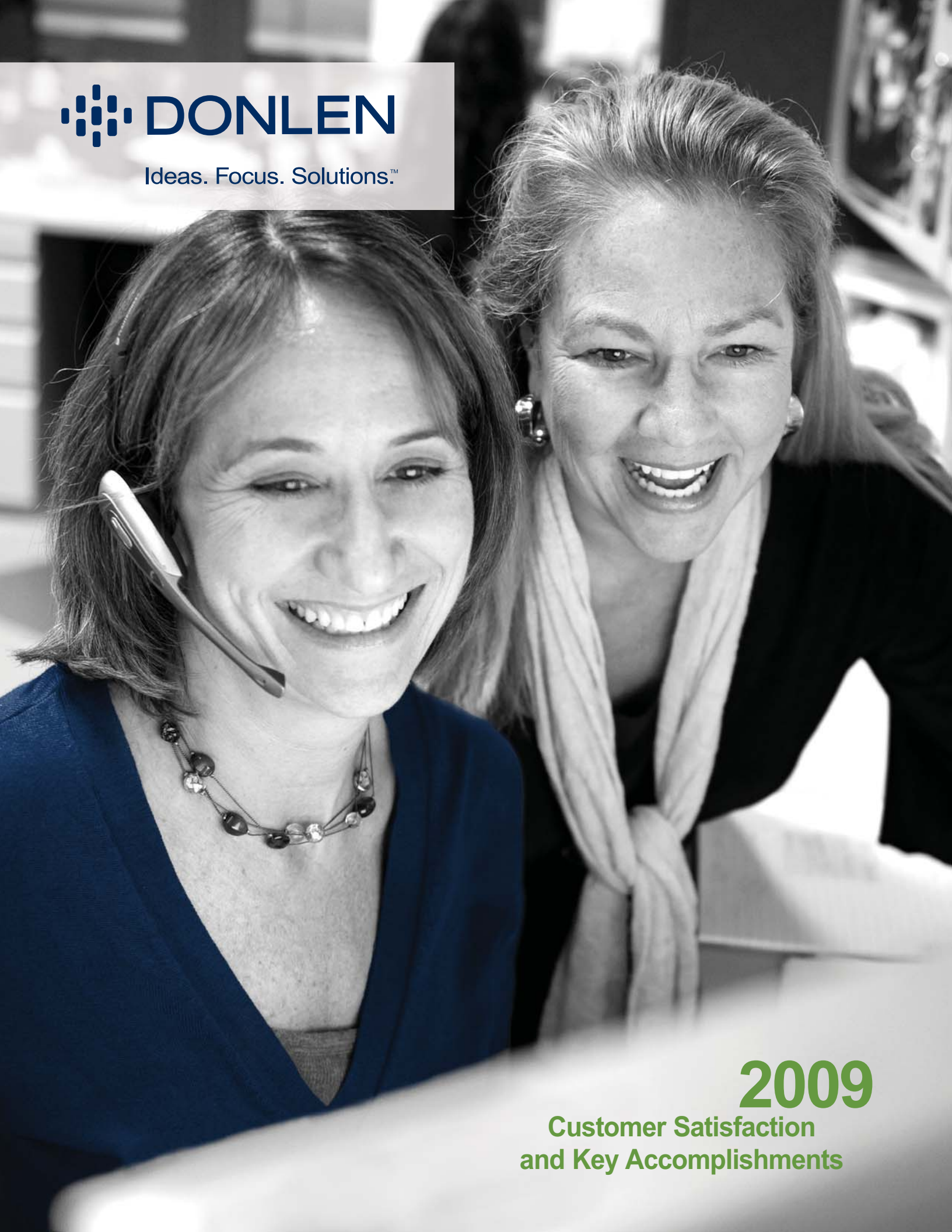




Ideas. Focus. Solutions.™



2009

**Customer Satisfaction
and Key Accomplishments**

In our continuous pursuit for improved customer service, Donlen surveys our customers at the end of each model year. This year, we are pleased to present our findings which once again show an increased satisfaction with our performance. We use feedback from the survey to help set our strategy for the upcoming year, and to address any concerns that may arise.

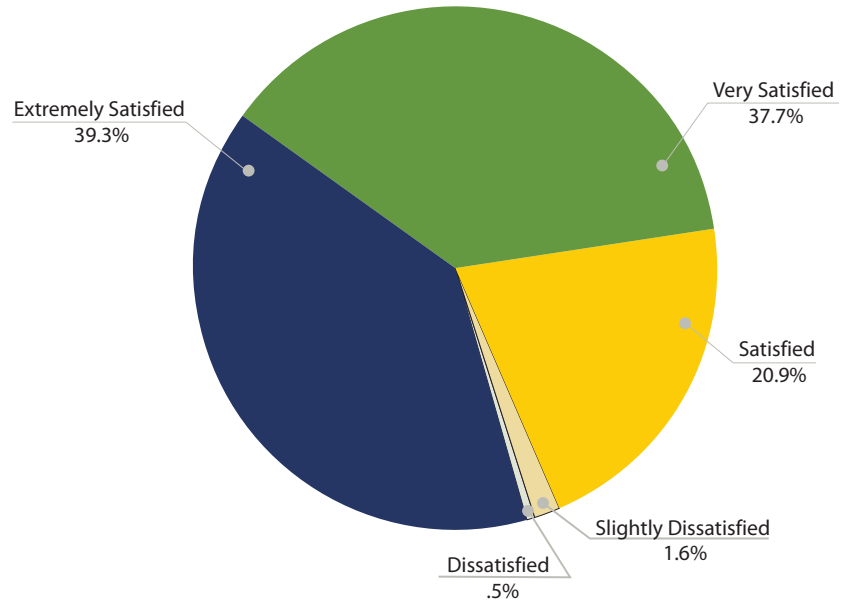
Net Promoter Score

NPS
40

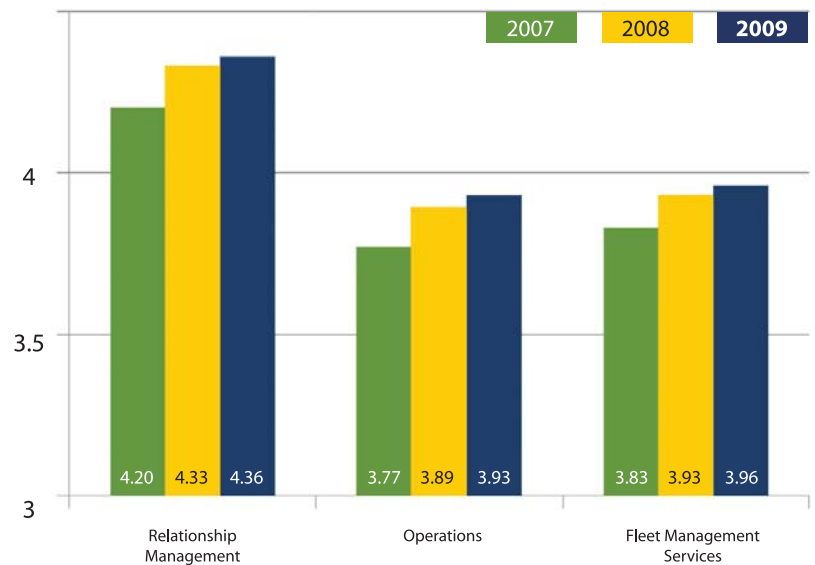
The Net Promoter Score (NPS) is a tool used to measure customer loyalty.

Customers were asked to answer the question "How likely is it that you would recommend our company to a friend or colleague?" Based on a scale of 1 to 10, customers are ranked as "Promoters" (a 9 or 10 response) or "Detractors" (responses of 0 through 6). The overall percentage ranking is determined using a simple equation of your promoters minus your detractors. **In 2009, Donlen achieved a NPS of 40, more than three times the national average for U.S. companies and a significant improvement over the previous score of 38.**

Overall Customer Satisfaction



Results by Business Area



5 = Extremely Satisfied 4 = Very Satisfied 3 = Satisfied 2 = Slightly Dissatisfied 1 = Dissatisfied

Key accomplishments in 2009

New **enhancements to Donlen Driver®** has improved the ordering process for users. Most significant changes included a redesigned user interface, the ability to better track business and personal use, a “compare vehicles” functionality with interactive views of selected vehicles, and tracking of preventative maintenance schedules including life-to-date fuel data, fuel average MPG, highest mileage, and next maintenance due date.

As more companies are trying to manage their fuel spend and CO₂ output, Donlen launched an important new feature of **vehicle ordering** as part of FleetWeb® called **Green Selectors**, which rates qualified vehicles as DonlenGreenKey Certified or SmartWay Certified. Through SmartWay, each vehicle receives both an air pollution and green house score, with ratings of 1-10 - with 1 being the most pollutants emitted. A SmartWay designation is given to a vehicle rated as 6 or better on both scores and having a combined score of at least thirteen.

Donlen is now utilizing the **Comdata fuel card** to track and regulate all its vehicle-related fuel, maintenance, and repair expenses. Comdata’s program enables Donlen to offer the convenience of MasterCard®* universal acceptance, as well as **a discount fuel finder with pay-at-the-pump discounts at more than 25,000 stations**. The integration of Comdata’s reporting capabilities and Donlen’s PUSH (Prevent Unnecessary Spending and Hazards) program gives customers the ability to monitor expenses associated with their fleet programs.

“We believe our customer satisfaction is a result of our employee satisfaction.”

– Gary Rappeport, Donlen CEO

What’s new for 2010?

The world has gone mobile, and Donlen will be developing our most useful business tools for a mobile audience. Watch for the **launch of mobile FleetWeb® and Donlen Driver®** to make managing your fleet more convenient. Also, watch for our **new website** to launch this year, featuring exciting new enhancements and functionality.

After more than three years in planning, development, and implementation, Donlen is pleased to implement our **enhanced billing process**. While the changes will be seamless to the customer, this new platform will provide greater flexibility and allow us to easily update and upgrade when necessary.

Each company has their own reporting requirements, and Donlen is rolling out a **new reporting system** that will allow customers to make their own customizations from the convenience of their office. A new interface will make customizations easy to do, and best of all, will give customers exactly the report needed to manage their fleet according to their needs.



"ITW's business units have varying size fleets from a couple vehicles to a couple thousand vehicles. As our business needs change, Donlen

provides us with customized solutions to better manage our cost and driver compliance."

– Keith Scolan
 Manager, Global Fleet
 Illinois Tool Works Inc. , 3600 vehicles



"The Donlen team is in tune with the way we do business, and changes and adapts as our needs do. We couldn't ask for

more than that in a business partner."

– Kim LaRue
 Director, Leadership Support Services
 Mary Kay Inc. , 5900 vehicles



"As our truck fleet utilization increases we are looking to Donlen's Strategic Consulting team to do what they

do best: work with us to select the appropriate course of action for the next few years. Donlen does this stuff really well, and we've forged a true strategic partnership."

– Kevin Rumbelow
 Vice President Operations Support,
 AmeriGas Propane, Inc., 5500 trucks



International Association of Outsourcing Professionals (IAOP)

"Top 100 Global Outsourcing Leader"
 – 2009, 2008, 2007 and 2006



Crain's Chicago Business List of "20 Best Places to Work in Chicago for 2009"

National Association for Business Resources (NABR) "101 Best and Brightest Companies to Work For in Chicago" – 2009, 2008 and 2007



American Business Awards (ABA) Stevie Award Finalist – 2008, 2007, 2006 and 2005



CEO Gary Rappeport named the 2009 American Business Awards (ABA) Stevie Award Winner in the "Executive of the Year – Services" category



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Green your fleet.
www.donlengreenkey.com

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