

STRATEGY

## 2014 Strategy: New Business Growth Framework

“Everything we do is with our customer in mind, and the customer experience will always come first in any decision we make.”

– Tom Callahan,  
Donlen President

All operational and employee goals will be benchmarked against this strategy, so that each and every employee understands their role within Donlen and how they personally contribute to our strategic direction and growth.



STRATEGIC CONSULTING

### Hybrid Vehicles: Total Cost of Ownership

- Detailed TCO analysis
- Changing hybrid market trends
- Current hybrid options
- Typical fleet vehicle comparison
- Actionable conclusions



### Fuel Economy by Model Year

- Comparison by vehicle segment
- Savings potential examples



<http://portal.sliderocket.com/AFYSF/Hybrid-Vehicles-Donlen-TCO>

[www.donlen.com/pdf/Donlen-Fuel-Economy-by-Model-Year.pdf](http://www.donlen.com/pdf/Donlen-Fuel-Economy-by-Model-Year.pdf)

PRODUCTIVITY

## FleetWeb® Gets Supercharged

FleetWeb® has undergone a major architecture implementation, with no downtime and seamless to customers – except they notice supercharged performance!

- Uptime: 99.9% – *world-class performance*
- Page load time: 341 ms – *about 1/3 of a second*
- Average report run time: 400 ms – *2/5 of a second*

### New reporting released!

- **New features:** Reports Catalog, Google Maps and DriverPoint® Telematics Integration, Email Reports, Instant Filtering, Past 10 Reports List
- **New look:** Tabbed Interface and Customizable Grid

CONNECT

**DONLEN**  
A Hertz Company

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