



NEWS AND INFORMATION FOR FLEET ONE CUSTOMERS

Electronic On-Board Recorders

The new Final Rule on Electronic On-Board Recorders (EOBRs) has been issued, and if the Federal Motor Carrier Safety Administration (FMCSA) is correct, some 5,419 carriers and 104,428 power units on average will be subject to the directive per year.

The rule, issued in April, is more far-reaching than the Notice of Proposed Rulemaking that was announced in 2007 under the Bush Administration.

Its final rule will require EOBRs for carriers if one on-site review finds the carrier violated HOS rules 10 percent of the time or more ("1 x 10").

The initial proposal would have only required EOBRs if the rules were violated 10 percent of the time in two on-site reviews ("2 x 10").

Those carriers with serious HOS violations, according to the final rule, would then have 60 days to install EOBRs on all of their trucks.

Many safety advocates had called for EOBR mandates for potential safety risks associated with certain motor carrier categories including passenger carriers, hazardous materials transporters and new entrants, while others wanted all trucks to have EOBRs as mandatory equipment.

FMCSA acknowledged in the Final Rule the safety concerns of

those who support an industry-wide EOBR mandate, but said it cannot extend the EOBR mandate in the Final Rule, because the scope of the current rulemaking proceeding is limited to a compliance-based regulatory approach implemented through a remedial directive (corrective mandate).

That mandate occurs when a carrier is subject to a compliance review because of a deficient rating in at least two SafeStat categories or based on complaints from drivers or other industry stakeholders.

FMCSA acknowledges that many carriers have deficient scores in the driver category—which includes Hours of Service violations—but not in another category and therefore are not subject to an automatic compliance review.

However, under CSA 2010, which is now scheduled to be implemented in late 2010, a deficient score in any one of the seven Behavior Analysis and Safety Improvement Categories will initiate FMCSA intervention that could lead to a compliance review.

The new Final Rule goes into effect June 4, 2012.

Article and photograph provided by *The Trucker*.



FLEET ONE NEWS

Local Private Label

U-Gas, which operates under the names U-Gas and Dirt Cheap, is a Fenton, MO-based company with 33 sites in the St. Louis metropolitan area. U-Gas now accepts Fleet One Local and has signed on for a FleetServices private label program.



Willis Investments, LLC is based out of Englewood, CO. They've signed up their fuel location Santa Fe ConocoPhillips to accept Fleet One Local card as well as a FleetServices private label program.

Colonial Filling Station is a Falmouth, MA-based company that has signed up to accept Fleet One Local as well as a FleetServices private label program.



West Side Group, Corp now accepts Fleet One Local at their West Side Mart location and has signed on for a FleetServices program with Fleet One. West Side Group is based out of Wellesley, MA.

Greenville, TN- based **Greenville Express Mart** has signed up to accept Fleet One Local as well as a FleetServices private label program.

OTR Private Label



Based out of Wenatchee, WA, **Wenatchee Valley Truck Stop** now accepts Fleet One Local at its Wenatchee Valley Truck Stop and Valley North Service Station sites and has signed on for a Local private label Fleet Services program.



Westar is based out of Russellville, AR and has begun to accept Fleet One OTR as well as has signed on for an OTR private label program. Westar also offers a trailer leasing and equipment sourcing company.

If you want more information on private label programs, contact sales@FleetOne.com.



Loves
Travel Stops
& Truck
Tire Care

Loves is expanding and renovating many of their sites to improve the services they offer customers.

New 2010 Travel Stop Openings

Steele, AL I-59/Steele Station Rd. Exit 174

Tulare, CA (Paige/Blackstone) State Route 99, Exit 85

St. Paul, IN I-74, Exit 123

Greenville, IL I-70, Exit 45

North Platte, NE I-80, Exit 179

Fancy Gap, VA Virginia State Rte 620 & I-77

For more information, visit www.Loves.com.

OFF THE ROAD

Operation Homefront; Giving made easy.

As the U.S. economy begins its sputter back to life, many of us are focused on returning to profitability and growing our business. With the devastation that this recession has inflicted, we'd be forgiven for channeling our energies into our professional and personal economic survival. The downturn seems to have waged a war against our livelihoods, and for some, it's "every person for himself (or herself)". But we at Fleet One think this is an excellent time to begin lending a helping hand and giving back to our communities again. That's why I'm proud to announce our Operation Homefront fuel card.

Operation Homefront is a nonprofit organization that provides morale and financial support to service members from all branches of the military, the families they leave behind and wounded warriors when they return home. From help with car repairs and grocery bills to making home modifications to accommodate battle injuries, Operation Homefront is there for our military.

In the seven years since its inception, they've provided assistance to more than 105,000 military families.

When you fill up using this new fuel card at participating sites, Operation Homefront will receive \$1.00. Take a moment to think about that. You can, in a very simple and quiet way, say, "Thank You!" to our military families, just by purchasing the diesel you need to keep your trucks moving. Fleet One will make the donation, up to \$250,000 each year. Our service members benefit from the support they receive. You benefit from the amazing savings and service you've come to expect from Fleet One.

I encourage you to visit www.FleetOne.com/OperationHomefront to find out more about this amazing program. As you continue your journey further into the black, you can lend a helping hand to someone who's put his/her life on the line to defend our freedom.



Michael Thompson
SVP of Sales
and Marketing

PRODUCT SPOTLIGHT

GPS

Reduce your fleet management stress

Fleet managers and business owners have a constant need for information concerning the distribution of their workforce and assets. Once a driver leaves the business property, managers lose the ability to oversee their employees and vehicles, and often have to trust that drivers are following their assigned routes and schedules. Fleet One's GPS service takes that uncertainty off the table, by allowing managers to monitor exactly where their vehicles are traveling, how long they've been sitting idle, whether personal use of company property is occurring and if other profit-sapping incidents are taking place.

GPS can reduce your fleet management stress by helping to re-route drivers to avoid traffic so they arrive at their destinations on time, help recover stolen or lost assets and increase the security of your staff and property.

*Sign up for Fleet One's GPS service before **June 31, 2010**, and we'll send



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**Get \$50 in
Free Fuel***

you a \$50 fuel card! When you call to take advantage of this offer, be sure to ask about our new equipment purchase plan for five or more GPS units. Tracking your mobile assets has never been easier.

To find out more about the amazing control that GPS offers, go to www.FleetOne.com or call 866.51SALES.

LOCAL SPOTLIGHT

Pepsi Beverages Company

Keeps the Fizz In Its Fleet Management

When Cindy Bischoff of Pepsi Beverages Company (the world's second-largest manufacturer, seller and distributor of PepsiCo beverages) in Louisville, Kentucky, wants to make sure drivers don't abuse their fuel card privileges, she clicks on FleetOne.com. Bischoff, who has been with her company for over 11 years, says using online account management means an easy way to gain greater control over her company's fuel expenses. "We use the [Fleet One] website to set limits on each card, with caps on the amount and the type of fuel our drivers may purchase," said Cindy.

In addition to placing limits on each fuel card, Pepsi Beverages Company utilizes FleetOne.com to integrate raw data into the company's systems. "We appreciate the weekly invoices that we can easily manipulate and download to our systems, and



Cindy Bischoff, Pepsi Beverages Company

Denise Burks, Regional Account Executive, Fleet One

we've been able to eliminate manual re-keying of information," says Bischoff.

Fleet One is meeting Pepsi Beverages Company's needs with real-time reporting with reasons for an exception issue, e.g., driver entered wrong PIN, a service that Bischoff says she has only found with Fleet One.

Fleet One is proud to have provided Pepsi Beverages Company's fleet management solutions since June, 2000.

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Fleet One Hot Seat *Get to know the Fleet One Family!*

Questions:

1. What is the one thing you absolutely could not live without?
2. If you had a super power, what would it be?
3. If you were on a deserted island and could only bring one thing with you, what would it be?



Lori Vendl, Director of Human Resources

1. Freedom
2. Animal Mimicry – I would love to have the ability to fly with the eagles and swim with the dolphins!
3. My dog, Sammy

PARTNER SPOTLIGHT

Bridgestone / National Preferred Announces Retread Program

If it's time to replace your tires, but brand new just isn't in the budget, you're going to appreciate Fleet One's newest service. Fleet One partner Bridgestone / National Preferred offers quality retreads at an affordable price.

The program offers Premium Bandag retreads at guaranteed pricing. This pricing structure helps minimize downtime by eliminating roadside price negotiations. All Bandag retreads manufactured are guaranteed to meet the same stringent quality requirements, regardless of where fleets' tire problems occur. You'll be back on the road quickly with fast expert service from North America's largest network – more than 2,800 authorized dealers and truck stops.

BRIDGESTONE

National Preferred

You'll have peace-of-mind, knowing that all retreads feature Bridgestone's Emergency Road Service Plus 60 Warranty. Bandag retreads are already covered by the industry's finest tire warranties. The ERS Plus 60 Warranty provides even more. If a Bandag retread tire purchased through ERS fails within the first 60 days, for any reason except operational causes, the service location will refund the entire price for both the tire and service related to the tire purchase. With cashless transactions and simplified billing, you'll know the true cost of getting back on the road BEFORE your next emergency.

For more information, please call 800.668.8875.



Ashli Leonardo, VP of Business Development, Factoring Division

1. Besides not being able to live without the obvious, food and water...I would have to say I would be lost without access to music.
2. I would like to be invisible so I could go anywhere I wanted when I wanted... or have the power to heal.
3. I would have to take my daughter Jade with me. My little partner in crime!



Jay Freeman, Marketing Coordinator

1. Friends and Family
2. After sitting in today's traffic on the way to work, I'd have to say I would have the ability to fly.
3. The Professor from Gilligan's Island; he made some really cool stuff.



cont.



Protect yourself over-the-road with our new emergency tire program featuring quality Goodyear and Dunlop tires and service.

In today's environment, fleets are looking at every possible area they can to save money and cut costs. That's why Fleet One is excited to announce a new tire program that protects you against paying too much for your tires over-the-road. With **SelectFleet**, you receive guaranteed pricing on Goodyear and Dunlop tires and service with no membership fees, no dispatch fees, and no credit authorization fees. Enjoy the same competitive prices over-the-road or at any authorized Goodyear dealer. Plus SelectFleet, costs you nothing until you actually use it.

To learn more about SelectFleet or to enroll today, Visit www.selectfleet.com or call 1.866.241.0869.



TripPak Price Change

If you take advantage of Fleet One's partnership with TripPak OVERNIGHT™, please be aware that they are raising their retail price by \$1.00, effective April 1, 2010. After that date, non-Fleet One customers will pay \$16.95 per envelope.

Fleet One customers will continue to save \$1.00 per envelope off the retail price. After April 1, Fleet One will charge \$15.95 per TripPak envelope.



Electronic Transactions Association
Booth # 857
4/13/2010 - 4/15/2010
Mandalay Bay Resort and Casino
Las Vegas, Nevada

National Private Truck Council
Booth # 112
4/18/2010 - 4/20/2010
Duke Energy Center
Cincinnati, OH

EVENTS

Allied/North American Ops Conference
4/23/2010 - 4/24/2010
Grand Wayne Center
Fort Wayne, IN

Midwest Petroleum and Convenience Tradeshow
Booth #710
4/29/2010 - 4/30/2010
Indianapolis Convention Center
Indianapolis, IN

NACStech
Booth#530
5/5/2010 - 5/7/2010
Ernest Morial Convention Center
New Orleans, LA

New York Association of Convenience Stores
Booth # 406
5/12/2010 - 5/13/2010
The Oncenter
Syracuse, NY

Super 7 Sweepstakes

We're proud to announce the winners of our "Super 7 Sweepstakes". Out of several thousand entries, seven lucky businesses received free fuel credits toward future fill-ups.

First Prize, a \$10,000 credit towards fuel purchases, was won by Versailles, KY resident Charles Flora. **Second Prize**, \$7,500 in fuel, went to Elias Heilman of Freeport, PA. Wade Palmer, of Lake Oswego, OR, took home **Third Prize**, \$5,000 in fuel.



The other four lucky winners of free fuel include:

Stani Dobrikov of Elgin, IL - \$2,500

Joan Yoder of Oley, PA - \$1,500

Candy Trivette from Salisbury, NC - \$1,000

Randy Timms of Oklahoma City, OK - \$500.

Refer New Customers and Earn Points for Great Gifts

Now through June 30, 2010, refer new customers and you could start earning points towards great gifts and even **FREE FUEL!** If you're happy with your Fleet One® fuel card program...tell a friend about us. Why? Because Fleet One customers get points± for each referral that begins purchasing fuel with Fleet One cards within 60 days of your referral!



Spring Referral Promotion

How Do You Make A Referral? Simply send us your referrals – Print the form located at www.FleetOne.com/login, complete it and fax it to us! Or call 866.51SALES.

How Do You Use The Points? You earn points for each new Fleet One customer you refer. With just one customer, you can redeem a \$20 fuel card. Or you can refer more and accrue your points for bigger gifts. A sampling of other gift options...

- Omaha Steaks
- Black and Decker Cordless Drill
- Braun Electric Shaver

±One reward per new business/customer referred. Gift selection and gift promotion rewards are subject to change without notice. Eligible for gift when first fuel transaction occurs on the new Fleet One account of customer referred. Redemption codes are emailed via Give-A-Gift approximately 2-4 weeks from the first transaction date on the referred Fleet One account. Not combinable with other offers. Inquire for further details.