



# GO!

NEWS AND INFORMATION FOR FLEET ONE CUSTOMERS

## Oil Speculation

### *How the FTC Ruling Will Make it a Fair Game*

As a fuel card company involved with providers and the consumers of fuel, we are frequently asked for projections on fuel prices. Important changes are being made in legislation that will allow for greater transparency in fuel markets with the expectation that it will reduce some price volatility. Even the direction crude pricing will move is up for debate with several multi-dollar swings occurring in unprecedented short periods. The fundamental concepts of supply and demand have been materially affected as oil has become a key traded commodity outside the core producer/refiner/consumer relationship. Because this concerns our customers, we are providing the following article from The Trucker that will shed some light on this issue and explain what the FTC Rule means:

In an effort to better control what have become wildly fluctuating oil prices, the Federal Trade Commission (FTC) has issued a Final Rule prohibiting market manipulation in the petroleum industry.

Effective November 4, 2009, the Rule (issued under the Energy Independence and Security Act of 2007, pursuant to a provision included by Sen. Maria

Cantwell, D-Wash.) bans any intentionally fraudulent or deceitful act, practice, or course of business, including the omission of material information, that is likely to distort petroleum markets.

The stated purpose of the act is "to move the United States toward greater energy independence and security, to increase the production of clean renewable fuels, to protect consumers, to increase the efficiency of products, buildings, and vehicles, to promote research on and deploy greenhouse gas capture and storage options, and to improve the energy performance of the federal government, and for other purposes."

"This new Rule will allow us to crack down on fraud and manipulation that can drive up prices at the pump," FTC Chairman Jon Leibowitz said. "We will police the oil markets — and if we find companies that are manipulating the markets, we will go after them."

Specific examples of such conduct include false public announcements of planned pricing or output decisions, false statistical or data reporting and wash sales intended to disguise the actual liquidity of a market



or the price of a particular product.

Anyone violating the Rule faces civil penalties of up to \$1 million per violation per day, in addition to any relief available to the Commission under the FTC Act.

Anyone following the oil market during the past few years knows even the slightest speculation or anticipation of economic fluctuations sends gas prices spiraling in response.

Recently, the Associated Press issued a report that the price of fuel had risen based on anticipated retail sales. Two hours later a report was issued, stating the price had fallen based on the new speculation of the same reports.

Copies of the Federal Register notice are available from the FTC's website at <http://www.ftc.gov/ftc/oilgas/rules.htm>, and from the FTC's Consumer Response Center, Rm. 130, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580.

## FLEET ONE NEWS

### Lee TranServices Partnership

Fleet One recently announced a partnership with Lee TranServices to offer customers transportation compliance and risk-management services. The services offered through Lee TranServices include fuel tax reporting, auditing of source documents, compiling and filing tax returns, and providing detailed compliance and risk-management reports. For more information contact Fleet One at 866.51SALES.



### New Pilot Openings

Pilot Travel Centers is pleased to announce the following new/renovated store openings: #497 in Lincoln, AL on I-20, Exit 165, #494 in Rotterdam, NY on I-88, Exit 25, #517 in Duncannon, PA on US 22 and 322, #486 in Tyler, TX on I-20 and FM14.

And the following All American/Pilot Travel Centers: #518 in Frystown (Bethel), PA on I-78, Exit 10 (PA645), #516 in Breezewood, PA on I-76, Exit 161; I-70, Exit 147, 167 Post House Rd.





## Texting

Fleet One has announced an enhancement to the Location Finder texting service. OTR customers now have the option of viewing retail fuel pricing\* in addition to fueling locations, fuel types and amenities available. This gives customers the information necessary for choosing the best stop for them, all at no cost from Fleet One. Fleet One Texting Service was launched successfully in March and has been well received by customers. To access this service text FLEETOTR to 48696\*\*.

A listing of our fueling sites (without fuel pricing) is available online at [www.FleetOne.com](http://www.FleetOne.com). For questions, please call 800.359.7587.

\*Retail fuel prices are not guaranteed and may not be available for all areas.

\*\*Call phone mobile broadband and texting service required. Rates will vary according to cell phone provider.

## NPCA Partnership

National Payment Card



Association (NPCA), the pioneering force in decoupled credit cards, has joined forces with Fleet One to make available a merchant branded consumer debit card. This branded card will significantly lower transaction fees which translates into savings merchants can

continue on next page

## OFF THE ROAD

Michael Thompson  
SVP of Sales  
and Marketing

## CREDIT

### *Making It Work for You!*

The water-cooler buzz in every office for the last year has been the economic downturn and the varying effects on each of us. Many are concerned about lost investments and paying the mortgage. Others are focused on the livelihood of their business or the strength of the company employing them.

Maybe you're wary of taking on any debt in an insecure time; or, you may need credit, but are afraid you won't be eligible. There are a few things you should know about getting and maintaining a line of credit with Fleet One:

1) Approval is Possible. Fleet One has granted credit to approximately 87% of our applicants, and your chances are significantly improved by selecting AutoPay as your payment method. Because we have several methods for structuring your account, you still have options if you're not eligible for our standard card. If you already have our fuel card and your payment history is good, this might be the time to request a limit increase to help you better manage your business needs. You have four simple options for submitting a request:

- a) Call your Account Representative;
- b) Log on to our website at [www.FleetOne.com/ContactUs](http://www.FleetOne.com/ContactUs);
- c) Call our toll-free number and request a credit line review;
- d) Or, send an email to: [creditlinerequest@FleetOne.com](mailto:creditlinerequest@FleetOne.com).



2) It's Not Just More Debt. Having a fuel card can have a positive impact on your bottom line in several ways:

- a) You have a means for managing the cash flow of your company;
- b) You have a powerful tool for monitoring and reducing one of your top expenses and eliminating fraudulent usage of company funds;
- c) You have access to a large network that equals discounts and rebates for greater savings.

3) Avoid a Credit Catch-22. One of the most frustrating things you encounter is not having enough credit to get credit. Responsibly using a Fleet One fuel card helps improve your credit score and re-establish the rating you need for loans to support your business. Having a reasonable credit line and a good history with one company increases your chances of getting funds from another financial institution when it is time to expand your growing company.

At Fleet One, we recognize the struggles you are facing and genuinely want to provide solutions that work for your business. Maybe you are an owner/operator with one trailer, a small business owner with a few vehicles used by your employees, or a national organization sending hundreds of trucks out on the road every day. Regardless, you have one big concern: how to keep your drivers safe and working effectively. Fleet One can help with the credit, the services, and the breaks you need now.

## Hess & Fleet One

### *Bettering Business Together*



In May, Hess began a partnership with Fleet One® in which Fleet One would become the issuer and processor of Hess's private labeled fleet fueling card. The Hess Corporation is headquartered in New York and has 1,360 branded sites, serving customers from New Hampshire to Florida.

Since opening its first gasoline station in 1961, Hess Stores have built their company on the principle of putting customers first. Their reputation as a leading independent petroleum convenience store marketer along the U.S. East Coast has grown as strong as they have.

"The Hess brand and image have a tremendous reputation in the industry," said

## PARTNER SPOTLIGHT

Robert "Bert" Nix, Fleet One Vice President of Merchant Acceptance. "We are honored that Hess has selected Fleet One to serve their base of commercial customers."

The relationship between Hess and Fleet One will focus on the market growth of the Hess commercial fueling program. "We are dedicated to providing our commercial fleet customers a great experience, and we know Fleet One shares that commitment," said Rick Lawlor, Vice President, Retail Marketing, Hess Corporation. "We look forward to Fleet One's initiative, capabilities and responsiveness to distinguish our fleet program in the eyes of our customers."

Both Hess and Fleet One are working tirelessly to transition thousands of fleet customers to their new cards without interruption and have a team of account representatives available to address questions and concerns through the process.

## Starting Out on the Right Foot

### VV Max Co.

Viliya Ivanova and her husband, Stoyan Mihailov, founded VV Max Co. in 2006. Stoyan began as an owner operator in 2001, eventually deciding to start his own trucking company. In 2007, Viliya and Stoyan obtained their MC# and were ready to open a fuel account with a fuel card processor. After shopping for a fuel card and considering their options, they chose to go with Fleet One.

They are very pleased with their choice and believe they get the lowest transaction fees with their Fleet One fuel card. One of the features Viliya says they particularly

# VV MAX

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## CORPORATION

## OTR SPOTLIGHT

enjoy is the 7-day terms for paying on fuel invoices. They appreciated the willingness of Fleet One to work with them to get a line of credit that would be useful to them and be manageable for a new, but developing, company.

While Fleet One PlusCheks are newer to the industry than other similar products, Viliya says her drivers have no problems using them. She also likes the fact that the drivers can get cash advances on the card when necessary; and, as a last resort, they can use an ATM at a much lower rate than our competitors.

Viliya says, "If it wasn't for Fleet One and its financial support in hard economical times like these, we would probably be out of business. I am very grateful for the opportunities you've given me as a small business owner."

Viliya and her team at VV Max Co. are growing as a company; and, by choosing the Fleet One fuel card, they now have the right tools in place to do that successfully.

pass along to their customers in the form of rebates. The program also offers real-time merchant reporting systems that contain helpful consumer information and a web-based system for consumer enrollment, account management and notifications.

"Fleet One is pleased to offer our accepting merchants a new and substantially less costly payment solution specifically designed to attract and retain consumers and pump more profits back into their businesses," said Michael Thompson, SVP of Sales and Marketing at Fleet One. To find out more, call: Robert Nix at 972.723.7936

## PRODUCT SPOTLIGHT

## GPS

### What it can do for you

**G-P-S.** No longer mysterious initials for space-age technology, GPS is prominent in the vocabulary and the vehicle of most consumers today. What you may not know about GPS is the many ways it can serve as a valuable business tool for managing your fleet. The features available through Fleet One® mean more to your company operations than the ability to locate a vehicle.

**Mapping** allows fleet managers to view the location of vehicles, see their status and dispatch the closest driver for upcoming jobs. **Routing** enables the manager to create and save routes, then view and edit driving directions to send directly to the driver. **In-Cab Messaging** gives managers a way to stay in contact with drivers for communicating directions, dispatching to additional jobs and sending other necessary instructions.

**Vehicle Maintenance** makes keeping track of fleet maintenance easier with user-defined check points for each vehicle and notifications as those are reached. **Administration** done online is simple. View and modify account parameters including: users, drivers, managers, customizable zones and locations. **Alerts** notify managers of pre-defined events and driver behavior such as exceeding speed



limits, unusual hours of operation, arrival and departure times, idle times and passage through geofence boundaries. **Reports** can be customized online, giving flexibility in the details that assist managers with operating a fleet and meeting customers' needs. Reports can be generated, printed and emailed in Excel, PDF, CSV Text, or HTML.

Regardless of the reason for equipping vehicles/drivers with GPS, the results are increased efficiency and better information at your fingertips.

For more information, contact Allen Goetz at 615.523.6461 or agoetz@FleetOne.com.

## Room to Grow



Fleet One is transitioning to a new facility. The first phase of the process took place over approximately six weeks this spring and relocated our Sales, Marketing, and Factoring groups to our new location. The address for the new office is 613 Bakertown Rd., Nashville, TN 37013. The rest of our family is still right around the corner at our Linbar Drive office, but will be joining us gradually over the next two years. You should continue to send payments and direct accounting inquiries to 5042 Linbar Dr., Nashville, TN 37211

### Bridgestone

Fleet One is pleased to announce an enhanced Bridgestone National Preferred program available to OTR customers. The National Preferred program offers two ways to save:



#### NATIONAL PREFERRED ERS

Guaranteed-in-writing prices; access to a service network of more than 2,800 authorized dealers and truckstops; no membership fees—you only pay for the services you use, as you use them.

#### NATIONAL PREFERRED

For fleets of 25 or more, discount prices on non-emergency tire purchases; pre-set pricing on reliable quality repairs anytime and anywhere; no membership fees.

Bridgestone National Preferred program offers the buying power of a large fleet and the comfort and security of knowing drivers are protected while they are on the road. Enroll by contacting your account manager or calling 866.51SALES.

### In Memoriam

We are sad to report the loss of two members of our Fleet One Family.

#### Fannie Armstrong

Fannie was part of our Lead Management Team, joining Fleet One on May 15, 2000, until her passing on May 16, 2009.

#### Jerry Yoder

Jerry became a part of our Sales Team in 1998, and was serving as a consultant for us until his passing June 8, 2009.

They were both valued members of our team and will be missed.

## EVENTS

Great American Trucking Show

Booth # 13137

08/20/2009 - 08/22/2009

Dallas Convention Center

Dallas, Texas

ATA 2009 Management Conference

Booth #924

10/4/2009 - 10/7/2009

Mandalay Bay Resort

Las Vegas, Nevada



National Association of Convenience Stores

Booth #3934

10/20/2009 - 10/23/2009

Las Vegas Convention Center

Las Vegas, Nevada

## BOOK REVIEW

Recommended Audio Book New Releases and Bestsellers available through retailers or by download:



**New Tricks** by David Rosenfelt – The latest in a quirky mystery series featuring a smart-alecky defense attorney from New Jersey who has come to be known as “lawyer to the dogs” because of a string of cases involving canines in need of defense or protection.

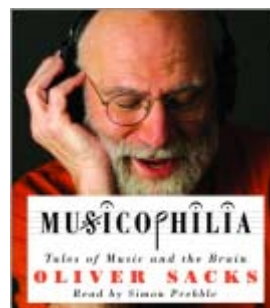
#### Treasure Island

by Robert Louis Stevenson – This literary classic is the tale of Jim Hawkins, a cabin-boy on the ship Hispaniola, with its crew of treacherous pirates led by Long John Silver, in which Jim finds himself in a world of villains and unexpected



heroes, on a quest for buried treasure. Now available in audio format, a great way to get in those assigned books you never read in high school!

**Musicophilia: Tales of Music and the Brain** by Oliver Sacks and Simon Prebble –Neurologist and professor Oliver Sacks, best known for his book *Awakenings* (inspiring the movie of the same title, starring Robin Williams), explores his belief that music has a significant impact on the functions of the brain. In this fascinating examination of his studies, Sacks explains cases as common as



a song that gets stuck on a continuing loop in one’s mind, Alzheimer’s patients who find order and comfort through music and Tourette’s or Parkinson’s patients whose symptoms are calmed by particular kinds of music.

## FLEET ONE NEW EMPLOYEES

**Please join us in welcoming the newest member of the Fleet One family!**

Ben Peters joined Fleet One, LLC in July 2009 as Chief Financial Officer. Before coming to Fleet One, Mr. Peters served as CFO for ChoicePay Inc., a leading electronic payment provider based in Tulsa, Oklahoma. Ben has overseen a number of mergers and acquisitions during his career and has a

significant amount of international experience as well. He holds a Bachelor of Business Studies from Massey University in New Zealand and completed his MBA at the University of Texas (Dallas).

