



NEWS AND INFORMATION FOR FLEET ONE CUSTOMERS

# CSA 2010

If carrier executives seem a little preoccupied in the coming months, it might not be just the economy. A big change is coming to the way the federal government collects, processes, and uses carrier safety data.

The Comprehensive Safety Analysis 2010 Initiative (CSA 2010) is designed to pick up where the current SafeStat system seems to have come up short.

The new system, currently being tested in a handful of pilot states, has the attention of trucking company managers who are concerned with how the changes might impact their operations as well as their official, publicly available safety reputations.

The Federal Motor Carrier Safety Administration, which regulates the industry, believes that good data, properly managed, can make for safer trucking — which is where CSA 2010 comes in.

“It’s a safety management cycle that we’ve come up with — finding the root cause of the safety problem when we’re investigating a carrier,” Gary Woodford, CSA 2010 program manager and FMCSA chief safety officer, recently told a gathering of clearly concerned trucking executives.

In a nutshell, the key components of CSA 2010 are the measurement system, a broader array of interventions, and a safety fitness determinations method. Where SafeStat measures only out-of-service and some moving violations, the new system will use all safety-based roadside violations for a carrier rating.

Additionally, the agency intends “to have a greater emphasis on drivers,” under CSA 2010 Woodford added. A federal database of driving histories is set to come online in December.

In simple terms, CSA 2010 works like this: safety-related data on each carrier is collected and sorted by FMCSA computers. The computers control a symbolic traffic signal which every carrier will encounter once a month: A green light (“continue to operate”), a yellow (“marginal”), or a red (“unfit”).

FMCSA likens the system to the ongoing collection of data flowing into particular buckets that are then emptied into a fitness safety calculator. That calculator not only activates the traffic signal, it provides the instructions necessary for a carrier to proceed under the caution light. The agency also hopes the CSA 2010 improvements will allow



resources to be targeted more precisely, resulting in wider contact with at-risk carriers—and better highway safety.

Among the concerns truckers have are the following: 1) the ratings, to be fair, should be measured by vehicle miles traveled, rather than the number of power units registered to a carrier; 2) the weighting system for violations should include a weight of zero for violations that may not have a bearing on crash causality; 3) CSA 2010 should include a full appeal process and the ability to remove inaccurate data from the record, assurances of data quality and consistency between states, and consistent training of safety inspectors and law enforcement personnel.

CSA 2010 must make its way through the federal rulemaking process next year, with full implementation expected by late 2010 or early 2011.

Editorial provided by The Trucker.

## FLEET ONE NEWS

### Private Label

#### Transportation Risk Management

Transportation Risk Management (TRM) has partnered with Fleet One to offer their clients the add-on service of OTR fuel card processing through Fleet One. TRM provides various insurance options to help business owners and fleet managers run their trucking companies, as well as other services to meet trucking needs. The company is based out of Oak Harbor, OH.



### Bill's Superette

Bill's Superette has partnered with Fleet One to accept the Fleet One Local fuel card. They will also offer a Bill's Superette private label fleet card for their own customers. Bill's Superette has eight convenience stores and is based out of Andover, Minnesota.

### New Pilot Openings

Pilot Travel Centers is pleased to announce the partnership of Thornton's Travel Plaza and Pilot Travel Centers at the following location: #514 – Lincoln, IL, I-55, Exit 126 (Hwy 10).



cont.

Love's  
Travel  
Stops &  
Truck Tire  
Care



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

### New 2009 Travel Stop Openings

Lake Havasu, AZ  
I-40, Exit 9

Barstow, CA  
I-15, Exit 178

McComb, MS  
I-55, Exit 13

Hooker, OK  
Hwy 54 In Town

Blacksburg, SC  
I-85, Exit 104

Newberry, SC  
I-26, Exit 76

Cleveland, TX  
Hwy 59 FM 2025

### New Tire Care Center Openings

Waco, GA  
I-20, Exit 9

Tifton, GA  
I-75, Exit 59

Newton, IA  
I-80, Exit 168

Richmond, IN  
I-70, Exit 149B

Tallulah, LA  
I-20, Exit 171

Clovis, NM  
Hwy 60, Curry Road

Zanesville, OH  
I-70, Exit 160

Colbert, OK  
Hwy 69 In Town

Eufaula, OK  
Hwy 69, In Town

Blacksburg, SC  
I-85, Exit 104

Dillon, SC  
I-95, Exit 190

Laredo, TX  
I-35, Exit 39

Wytheville, VA  
I-81, Exit 84

## OFF THE ROAD

Michael Thompson  
SVP of Sales  
and Marketing



## The Yin and Yang of Card Payments

Retailers are revolting over high credit interchange rates by the card associations, particularly for fuel sales. Consumers are continually frustrated by the search for lower fuel prices.

Retailers can't afford to give consumers fuel discounts when they pay such high interchange fees. Customers can't afford brand loyalty when the site down the road is cheaper.

The Chinese philosophy Yin Yang is the principle of complementary opposites: male/female, sun/moon, hot/cold. This concept teaches that opposing forces are interconnected and interdependent, or you must have one to have the other. How does this theory relate to fuel sales?

There is a new kid on the block of payment cards called the Consumer ACH debit card. This product lowers a retailer's costs through a low, flat fee enabling them to pass the savings along to the consumer through a fuel discount.

The intermediary (traditional consumer card issuer) is removed from the equation allowing balance to be restored between the retailer and consumer. There is a sort of Yin Yang achieved between the retailer and the consumer.

Why are consumers adopting this program?

- Saving money on fuel expenses is a top priority for them.
- They receive email reminders of their rewards and

other incentive offers for retailer loyalty.

What is in it for the retailer?

- Each card transaction on a Private Label card costs \$0.19—much less than the fee for credit card transactions.
- A comparison of debit card customer vs. cash customers shows increased purchasing frequency and a higher ticket per purchase.
- Email reminders of purchases, amount debited to checking accounts and fuel savings are built in marketing for your company. This also provides valuable data for determining future marketing/discount opportunities.

Consider the benefits for consumers in your market area, for employer incentive programs to employees, for charitable organizations and for professional drivers carrying a debit card branded by a retailer.

Fleet One has partnered with the industry leader in consumer ACH for fuel purchases and our merchant sales group is fully trained in the ways of Yin Yang for consumer ACH.

## Factoring

### Why Bundle Your Fuel & Maintenance Services?

Bundling. It's the new big thing in telecommunications and media services. You have probably seen the commercials,



might have even done a little bundling yourself. Combining internet, phone, cable and mobile services under one provider

offers lots of benefits, including convenience and savings. Fleet One offers a number of services which can be bundled to offer the same convenience and savings. One of the services fuel card customers have the option of adding is Fleet One Factoring—a service provided to fleets that offers another

## PRODUCT SPOTLIGHT

way to manage cash flow for their business.

Working with the shippers and brokers used by Fleet One customers, Fleet One helps to ensure that approved invoices are processed and funded within twenty-four hours. Fleet One takes the responsibility of accounts receivable off the shoulders of the trucking/transportation company. With Factoring, customers will see a quicker turn-around in receipt of payment for the services they provide and a reduction in the hassle associated with collecting receivables.

Customers have the option of having funds wire-transferred to their bank, funded into their pre-paid fuel account to be used for future fuel purchases or payroll, or as an ACH-wire which is not same-day, but more cost-effective.

For more information, contact Fleet One Factoring at 877-275-8801, email [sales@FleetOne.com](mailto:sales@FleetOne.com) or visit [www.FleetOneFactoring.com](http://www.FleetOneFactoring.com).

## OTR SPOTLIGHT

### Sims Trucking Support Makes the Difference

Philip Sims, of Sims Trucking, has been hauling livestock and specialized wide-load machinery for 25 years. He operates all over the lower 48 and logs many miles and hours over the road. Nearly a decade ago he discovered Fleet One (then TransPlatinum Services Corp. Inc.) through a magazine ad and decided to give it a try.

He had been using other cards and services and had found them to be cumbersome and inconvenient to use. With Fleet One he has had no hassles and no transaction fees. He has found a number of other services in Fleet One's arsenal of great benefit to his company such as the GPS-enabled Vehicle Tracking, permit services, and PlusChek® services.

Philip says the most beneficial part of his relationship with Fleet One is "the people." He likes the support he receives from the Fleet One team. Sims says they are always quick to respond to his needs and are helpful in contacting him about new goods and services that might be beneficial to him.

As businesses struggle to stay afloat in this difficult economy, it's things like quality customer care that help take a load off.



### Texting

Fleet One is further enhancing their texting service. Now you will find fuel prices for OTR sites on the home search results page, providing easier viewing\*. Access by simply texting 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.

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

### Gifts Under \$20

For the professional driver, so much time is spent on the road and errands can be hard to complete. During the holiday season it's even harder to work around the hustle and bustle to squeeze in shopping for the gifts. Following is a list of ten items you can find for \$20 or less at truckstops around the country that make great last minute gifts or stocking stuffers!

### Gifts for Your Wish List

- 1) Prepaid Fuel Card
- 2) Travel Center Gift Card
- 3) "Books-in-Motion" Gift Card
- 4) Cordless Worklight
- 5) 12-Volt Fleece Heated Blanket

### Gifts for Friends & Family

- 1) Snuggle Up Cozy Comforters
- 2) Child's Toy Construction Trucks
- 3) Die Cast Trucks & Tractors
- 4) 15" Nutcracker
- 5) Texas Hold 'Em Poker Set



## OOIDA

### Working for the Owner/Operator

The Owner-Operator Independent Drivers Association (OOIDA) is an organization that serves as a representative for the interests of independent owner/operators and professional drivers. There are nearly 160,000 members of OOIDA, operating in all 50 states and Canada, who collectively own and/or operate more than 240,000 individual heavy-duty trucks and small truck fleets.

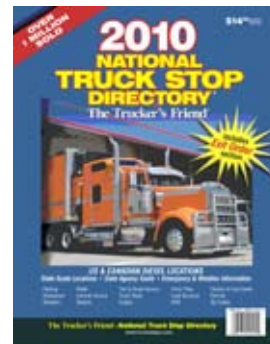
OOIDA exists for the purpose of serving the owner/operator, small fleets and professional truckers. Their goal is to create a business climate that ensures equal and fair treatment of truckers and promotes highway safety and responsibility among all highway users.

OOIDA actively seeks the opportunity for owner/operators and small fleets to have a voice in highway safety and transportation policy. They represent the positions of professional truckers in various forums on the local, state, provincial, national and international levels.

Fleet One is a proud partner of OOIDA, offering the Truckers Advantage fuel card to owner/operators across the country. For more information, call 1-866-214-2382.

## PARTNER SPOTLIGHT

### The Trucker's Friend For OTR Directories



Fleet One has partnered with Trucker's Friend to provide a

more comprehensive directory with all U.S. & Canadian truck stop locations. The new directories offer the following detailed information: Fleet One In-Network Sites, Laundry, Grocery/Walmart/Kmart Centers, Detailed Repair Service Offerings, Technology Centers (Wi-Fi hotspots, Internet kiosks, etc.), TripPak Drop-box locations, listing of site locations by interstate exit

To order your copy, visit [www.FleetOne.com](http://www.FleetOne.com). Directories are \$11.95 (+ \$4.95 shipping & handling) and will be billed directly to your Fleet One account.

A downloadable directory of Fleet One site and rebate locations is available online at [www.FleetOne.com](http://www.FleetOne.com) for no extra charge; or, you can view site info with fuel prices on your mobile phone via text message by texting FLEETOTR to \*48696.

\*Texting & mobile broadband charges may apply and will vary by provider.



### SelectFleet Program Partnership with Truckers B2B

Fleet One announces a partnership with Truckers B2B to offer the SelectFleet Program. SelectFleet is a nationwide emergency tire program offering members guaranteed pricing for Goodyear and Dunlop replacement tires as well as other roadside emergency services. For more information, visit their website at [www.selectfleet.com](http://www.selectfleet.com).



### GPS Enhancements

Fleet One is enhancing the GPS-enabled tracking service by adding the Tr/IPS system, by Trackpoint—a Trailer Inventory and Protection System designed to help fleet managers maximize the effectiveness of the vehicles they have on the road. Tr/IPS is a price leader in the industry offering more pings per day than any other competitor. This allows more data to efficiently manage your fleet in your day to day operations. Users can generate web-based reports that show idle trailers (time sensitive), empty trailers (time sensitive), missed reports, low battery, MTD trailer utilization and YTD trailer utilization. Customers can also generate reports to meet their specific needs and can integrate data into their existing fleet management software.

### Contact

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Western Petroleum Marketers Association 2010 Convention  
Booth # 1104  
2/16/2010 - 2/18/2010  
Mirage Convention Center  
Las Vegas, Nevada

National Association of Truck Stop Operators Show 2010  
Booth # 316  
2/27/2010 - 3/3/2010  
Caesars Palace  
Las Vegas, Nevada

Truckload Carriers Association Annual Convention  
Booth # 212, 214  
2/28/2010 - 3/2/2010  
The Wynn Resort  
Las Vegas, Nevada

## EVENTS

Southeast Petro-Food Marketing Expo  
Booth # 1036  
3/3/2010 - 3/4/2010  
Myrtle Beach Convention Center  
Myrtle Beach, South Carolina

Mid-America Trucking Show  
Booth # 12004  
3/25/2010 - 3/27/2010  
Kentucky Exposition Center  
Louisville, Kentucky



## BOOK REVIEW

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

### NEW RELEASES!

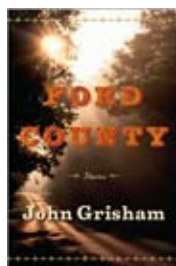
#### Under the Dome: A Novel by Stephen King –

In King's latest supernatural thriller, on an entirely normal, beautiful fall day in Chester's Mill, Maine, the town is inexplicably and suddenly sealed off from the rest of the world by an invisible force field. Planes crash into it, people running errands in the neighboring town are divided from their families, and cars explode on impact. No one can fathom what this barrier is, where it came from, and when -- or if -- it will go away.



#### Ford County: Stories by John Grisham –

In his first collection of short stories John Grisham takes us back to Ford County, Mississippi, the setting of his first novel, A Time to Kill. Wheelchair-bound Inez Graney and her two older sons, Leon and Butch, take a bizarre road trip through the Mississippi Delta to visit the youngest Graney brother, Raymond, who's been locked away on death row for eleven years. It could well be their last visit.



### Audiobooks for the Top 5 New Year's Resolutions

(Titles provided are for information purposes only and not to be viewed as a recommendation by Fleet One of the author or their teachings.)

#### Improve Personal Finances

Jim Cramer's Getting Back to Even by James J. Cramer

Rich Dad, Poor Dad by Robert Kiyosaki

25 Money Killing Myths and How to Avoid Them by Ken Fisher

#### Lose Weight

In Defense of Food: An Eater's Manifesto by Michael Pollan and Scott Brick

The End of Overeating by David A. Kessler

The Spark by Chris Downie

#### Quit Smoking

The Easy Way to Stop Smoking by Allen Carr

The Ultimate Stop Smoking by Stephen Richards

How to Stop Smoking and Stay Stopped for Good by Gillian Riley and Jerome Pride

#### Work on Self-Improvement

Blink: The Power of Thinking without Thinking by Malcolm Gladwell

How to Win Friends and Influence People by Dale Carnegie

Reinventing the Body, Resurrecting the Soul by Deepak Chopra