

# 1977

"Donlen was one of the first to deviate from the typical business sedan that was used in the 1950s and '60s. In the late '60s and '70s, we really were the market leader in putting our clients in specialty-type cars. We were much more responsive to market trends than competition that sometimes waited and watched before they made recommendations to their clients. It really paid dividends. **Accounts we put in these specialty cars dramatically reduced depreciation expenses compared to those firms which retained typical business sedans.**" - Excerpt from "Sophistication, Personal Touch Ingredients of Success"



**Sophistication, Personal Touch Ingredients of Success**  
Automotive Fleet Magazine, September, 1977

"Donlen Leasing Corporation, a Lincolnwood, Illinois company, teams personal contact with computer sophistication to provide a unique blend of services to its customers. Donlen leasing projected to double business every five years; sustains growth without acquiring other leasing companies.

This professional yet personal approach to leasing and managing fleets has proved successful and as a result the company manages over 12,000 vehicles throughout the United States and Canada, according to Don Rappaport, the firm's president."

**Donlen Pioneers Computer-Based Fleet-Leasing Seminars**  
Automotive Fleet Magazine, September, 1984

"In a darkened room, 25 pairs of eyes are riveted on a 10-foot screen. A video projector connected to a portable computer brings "meat" into focus. The menu demands choices - choices that are critical for fleet managers. Pushing the right button can mean thousands of dollars saved - or lost. A buzz of excitement runs through the room as vehicles are chosen and options are picked. Seconds after the choices are entered, they are relayed by a modem over telephone lines. Weeks are chopped from the ordering process in a matter of minutes. After the fleet has been ordered, people look searchingly around the room, like a magician's audience looking for hidden strings.

No strings are attached to this simulated demonstration of computerized fleet ordering. It is the focal point of Donlen Corporation's innovative fleet-leasing seminars. Launched last December, the seminars are a way for Donlen, which is based in Skokie, Ill., to inform fleet managers about new developments in the fleet."

# TECHNOLOGY

# 1990

"It's no accident that Donlen is prospering... Built on a quarter-century tradition of customer service, Donlen was one of the first fleet management companies to develop computerized systems specifically designed to improve customer service. **A review of Donlen's history of customer service and innovation provides insight into how it managed to prosper during the volatile 1980s without falling victim to a merger.**"

- Automotive Fleet Magazine, September 1990, "Donlen Celebrates 25 Years of Fleet Service"

**Digging Out: The Road to Paperless Fleet Management**  
Automotive Fleet Magazine, January, 1993

"Donlen Corp's new Computer Decision Support System is designed to transmit to customers actual images of key vehicle documents, in addition to providing instant access to customer account information and customized industry-related software. The Donlen system allows a customer service rep to call up this various data on a screen and view them simultaneously. In addition, with a push of a button, any image on the computer screen can be printed or faxed to a customer while the customer is still on the phone."



**FleetWeb® named Microsoft "Best E-Commerce Solution" at the Microsoft Certified Solution Provider Awards**

"The Best E-Commerce Solution award recognizes the company with outstanding focus on the use of Internet technology to expand business reach and streamline business processes through the implementation of business-to-consumer or business-to-business solutions designed to sell, transact and engage over the Internet.

FleetWeb, the industry's first interactive, Web-based order-entry, customer-issue-tracking and relationship-management tool, is an intuitive, Internet-based, online vehicle-ordering and inquiry system that requires little installation and support."

- www.microsoft.com, June 1, 1996, "Top Microsoft Certified Solution Providers Recognized at Fusion '96"

**Innovative advanced vehicle lifecycle tracking and improved two-way communication capabilities added to FleetWeb.**

**The industry's first ever dynamic fleet dashboard developed featuring exception management reporting and real-time drill down into details.**

# Lifecycle Optimization Tools®

**Launch of National Auction Index® (NAI), the industry's largest collection of resale data**

While some companies tout the estimated guide book values, Donlen is the only fleet management company to benchmark against actual sales. Taken from wholesale auctions throughout the U.S., and powered by AuctionNet, the NAI instantly generates fact-based Fair Market Values based on all similar vehicles sold in the past 60 days.

With more than 6.5 million transactions reported annually, the National Auction Index is the industry's largest collection of resale data and provides the foundation for Donlen's Lifecycle Analysis tools.

"For the first time in the industry, companies can evaluate long-held assumptions about vehicle selection and cycling, and determine whether they are still economically viable."

- Then-CEO Gary Rappaport on the launch of the Lifecycle Optimization Tools

**Prevent Unnecessary Spending and Hazards (PUSH), the industry's first customizable, automated e-mail technology, is introduced**

# CUSTOMER SERVICE

**Customer Activity and Request Engine (CARE®), Donlen's proprietary relationship management technology, launched**

**Donlen Earns ASE Blue Seal of Excellence**

The Automotive Service Excellence (ASE) Blue Seal of Excellence signifies that fleet maintenance advisors have passed rigorous industry-developed exams, meet experience requirements, and are committed to the highest level of quality service. The Blue Seal is the leading certification program for automotive repair professionals and is administered by the National Institute for Automotive Service Excellence.



**Carbon calculator added to Vehicle Optimization Model® (VOM) for comparing carbon footprint of new vehicles**

**Donlen creates first ever fleet carbon reporting tool used to track and benchmark a fleet's carbon output and carbon avoidance on a real-time annualized basis**

**Mobile Apps**

Donlen launches first customized fleet management app for the iPhone available through iTunes

FleetWeb® Mobile and DonlenDriver® Mobile apps seamlessly exchange data in real time with existing platforms.



**One provider. Any asset. Complete integration.**



Donlen becomes wholly owned subsidiary of Hertz



# "What sets DriverPoint® apart

is the integration of driving behavior data and the ability for users to focus on exceptions within their fleet."



# WORKPLACE EXCELLENCE

**International Association of Outsourcing Professionals (IAOP) "Top 100 Global Outsourcing Leader" 2014, 2013, 2012, 2011, 2009, 2008, 2007, 2006**

**National Association of Business Resources (NABR) "101 Best and Brightest Companies to Work For in Chicago" 2012, 2011, 2010, 2009, 2008, 2007**

**Crain's Chicago Business 20 Best Places to Work in Chicago 2011, 2010, 2009**

**2010 Companies That Care Honor Roll acknowledges companies nationwide that are committed to their employees and to community service**

**Corporate Environmental Responsibility Program of the Year in The 2011 American Business Awards**

**2012 Computerworld Honors Laureate honors organizations that use IT to promote positive social, economic and educational change**

**DriverPoint Telematics receives 2012 Gold Stevie Award for Business Intelligence Solution**

**2012 Front Line Customer Service Team of the Year Silver Stevie Award**

**Technology Department of the Year Silver in Biz Awards**

**2013 CIO 100 by IDC's CIO magazine**

# INNOVATION

**2012 InformationWeek 500 for the Donlen Strategic Consulting Services Scorecard automation**



**The InformationWeek 500 rankings spotlight the power of innovation in information technology**

**2013 InformationWeek 500 for Driving Efficiencies in the Truck and Equipment Sector with Mobile Electronic Record of Duty Reporting and Driver Vehicle Inspection Reports**

# PRODUCTIVITY

## FleetWeb® Gets Supercharged

FleetWeb undergoes a major architecture implementation with no downtime and seamless to users

- 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

**DonlenPass™ fully integrated program to help manage and reduce toll spend**



**Next Gen Mobile Apps for Fleet Managers and Drivers**



**Donlen forms strategic alliance with Jim Pattison Lease, a leading Canadian fleet management company**



**65**  
Donlen achieves a Net Promoter Score (NPS) of 65, more than three times the national average for U.S. companies

**Hybrid Vehicles: Total Cost of Ownership**

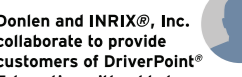
**Fleet Performance Scorecards**

# DEEP ANALYSIS CONSULTING



**Enhanced Driver Management system to manage all vehicle and driver information from one streamlined interface**

"We continue to invest in our people, processes, and systems so that customers have the data they need to be successful,"  
Tom Callahan, Donlen President



Donlen and INRIX®, Inc. collaborate to provide customers of DriverPoint® Telematics with added capabilities for analyzing fleet performance to reduce costs and liability from unsafe driver behavior

# DATA