

# **Fleet Programs**



**Freightliner LLC**

The material within the *Fleet Programs* module is for Freightliner LLC instructional purposes only.

Reference to an “authorized” dealer signifies a dealer under contract with Freightliner LLC via signed dealer agreement.

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# Introduction

Welcome to the Fleet Programs course!

The purpose of this course is to familiarize you with the fleet programs that are available through Freightliner LLC and that you may offer through your dealership. As you will see, these programs are designed to help **sustain** and **build** your customer base by giving fleet customers yet another reason to do business with your dealership.

## How This Module Is Organized

This module is organized around (and answers) the following questions about fleet programs:

- What are fleet programs?
- Why should your dealership participate in fleet programs?
- What fleet programs are you able to offer customers?

The last section looks at each of the following fleet programs in detail:

- Centralized Billing
  - Pinnacle™
  - Compass™
  - Fleetpack®
- Target Customer
- FleetConnect™
- Fleet Assistant®
- Customized programs

The answers to all of the certification questions at the end of this module are readily found within its contents.

# What Are Fleet Programs?

## Fleet Programs Defined

Fleet programs are customer support programs designed to meet the specific needs of truck fleets. The purpose of fleet programs is to help Freightliner LLC and its dealers compete more effectively for sales of trucks, parts, and service to fleet customers. In this training program, we'll focus on fleet programs relating to parts and service, although you'll see how such programs also impact the sale of trucks.

The following fleet programs will be reviewed:

- Centralized Billing
  - Pinnacle
  - Compass
  - Fleetpack
- Target Customer
- FleetConnect
- Fleet Assistant
- Customized programs

## Types of Fleets

So, what is a “fleet”? Following are the different types of fleets—and the parts and service concerns that are generally of most importance to each type. (Of course, each individual fleet customer and each fleet manager with whom you deal has his or her own concerns, as well.) Knowing the information in this course will help you decide which program(s) may be best suited for each of your fleet accounts.

### ***Leasing Companies***

Leasing companies are the largest purchasers of trucks. These companies own vehicles, and lease or rent them to other companies that operate them. In most cases, the lease/rental company is responsible for vehicle maintenance and may also supply logistics service. Some trucking companies lease their entire fleet of trucks. Penske, Ryder, and Ruan are examples of leasing companies.

Leasing companies may support multiple locations throughout North America. Consequently, they need to be assured of consistent parts and service availability and pricing at every location.

### ***Truckload Carriers***

These are for-hire carriers whose primary business is point-to-point transport of full-load, single consignment shipments. Swift, Schneider National, J. B. Hunt, U. S. Xpress, and Werner are examples of truckload carriers.

Truckload carriers require national support for long-haul operations, including equivalent programs for parts, service, and pricing whether the vehicle is at home or on the road.

### ***Less-Than-Truckload (LTL) Carriers***

These are for-hire carriers transporting shipments from multiple consignees to varied destinations. LTL carriers operate multiple terminals, where loads are broken and consolidated for delivery. CNF, Roadway, Yellow Freight, and UPS are examples of LTL carriers.

Depending on the operation, LTL carriers may need local, regional, and/or national parts and service support.

### ***Vocational Fleets***

Typically regarded as private carriers, these are transportation operations of companies that use trucks to transport raw material and finished goods to support their own primary business.

Major vocational classifications include:

- Manufacturing, food production and distribution (e.g., McDonald's®), and chemical firms
- Wholesale or retail firms with private fleets
- Construction/mining/logging firms that use trucks to haul aggregates, building materials, and equipment
- Refuse and recycling firms that operate trucks such as Waste Management and BFI

Vocational fleets rely on strong local parts and service support.

### ***Owner-Operator Fleets***

As the name implies, owner-operators own and operate one to several trucks.

### Benefits to Fleet Customers

Fleet programs offer a number of benefits to fleet customers. The bottom line is that as all segments of the trucking business become more competitive and as profit margins shrink, fleet programs are necessary to ensure the viability of fleet businesses. Fleet programs provide fleet customers with:

- Controlled operating (parts and service) costs through:
  - Fleet pricing for parts and service
  - Consistent parts and service pricing for customers with multiple locations served by multiple dealers
  - Reduced inventory costs for customers who maintain parts inventories on site
  - Improved parts and service availability resulting in improved uptime
  - Parts ordering (for those customers who maintain an on-site parts inventory)
- Streamlined business management through:
  - Centralized billing
  - Predictable maintenance costs
  - Parts ordering (for those customers who maintain an on-site parts inventory)
  - Arrangements for emergency service while on the road away from normal service providers

# Why Should Your Dealership Participate in Fleet Programs?

## A Competitive Edge

Participation in fleet programs provides a competitive edge for your dealership in an increasingly competitive marketplace. As profit margins shrink, customers are continually looking for ways to reduce their operating costs. The ability to control costs has become an important consideration in the initial purchase decision as well as the choice of parts and service providers during the ownership cycle. Consequently, manufacturers are looking for ways to gain a competitive advantage by helping their customers control costs. The bottom line is that fleet programs are necessary if Freightliner LLC and its Freightliner, Sterling, and Western Star dealers are to compete effectively for fleet business, including new truck sales.

The fleet programs offered through Freightliner LLC and your dealership are designed to do more than simply help you protect your current business. They are also meant to help you gain additional business. Make them part of your overall strategy to conquest new business. Used properly, fleet programs will help you:

- Maintain a stable/growing customer base by:
  - Helping ensure the viability and success of your current customers.
  - Providing yet another reason for conquest customers to do business with your dealership.
  - Reducing the opportunity for competitive dealers (with strong fleet programs) to conquest your current customers.
  - Creating strong ties between your dealership and its customers.
  - Providing insights into customers' business operation and needs.
- Increase part and service sales by:
  - Increasing parts and service sales to current and new customers.
  - Encouraging sales of parts for Freightliner, Sterling, Western Star, and all other makes.
  - Providing predictable sales volume.
  - Providing volume advantages in terms of the growth and operation of your parts and service departments.
- Simplify administration
  - Freightliner bills customers direct and credits your dealership account immediately.
  - Freightliner handles any collection problems.

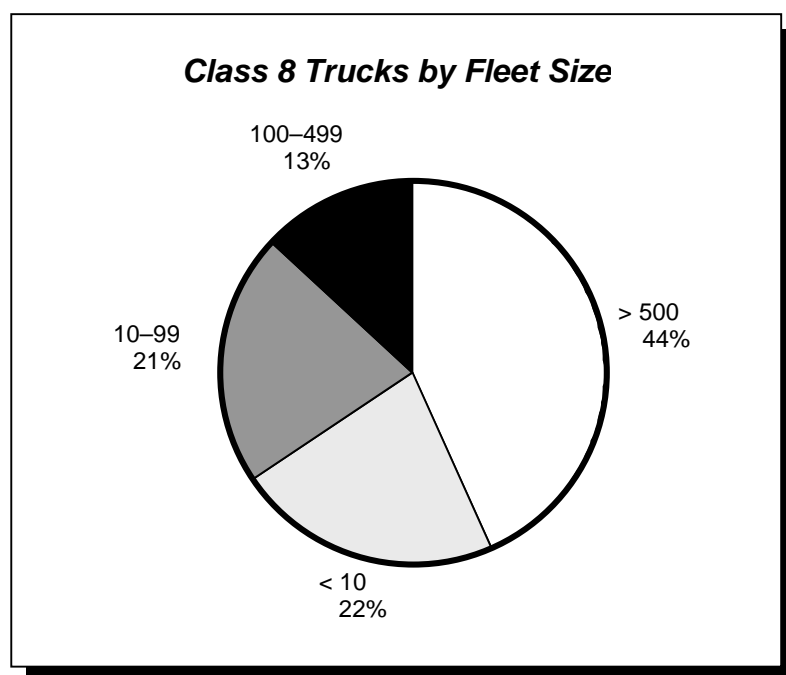
## Size of the Fleet Market

The commercial fleet market offers dealers major sales opportunities. Fleets are important because of the large number of vehicles they operate and the high number of miles their vehicles accumulate annually. Fleet vehicles with higher than average mileage and constant, severe use have greater maintenance requirements and replace parts more often. Many fleets perform their own in-house preventative maintenance. Thus, fleets are large volume buyers of replacement parts. Smaller fleets are important since they do not replace their vehicles as often as larger fleets, which results in higher per unit preventative maintenance and replacement purchases.

Given the size of the fleet market, participation in that market is essential for the continuing success and growth of your dealership.

### ***Heavy-Duty Truck Universe—By Fleet Size (Units)***

Approximately 57% of Class 8 trucks and tractors are in fleets of more than 100 units; three-quarters of these are in fleets of 500 units or more. In addition, 21% are in fleets of 10–99 units, and 22% are in fleets of fewer than 10.

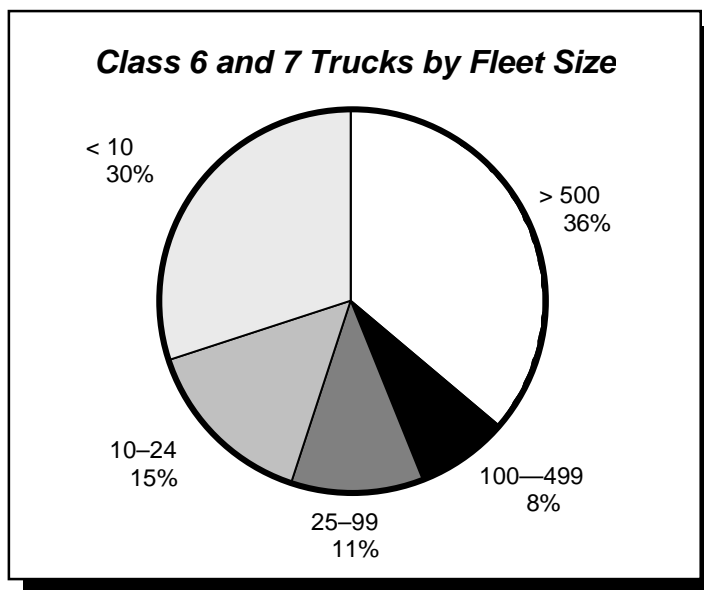


*Source: August 2001 DataMac*



### Medium-Duty Truck Universe

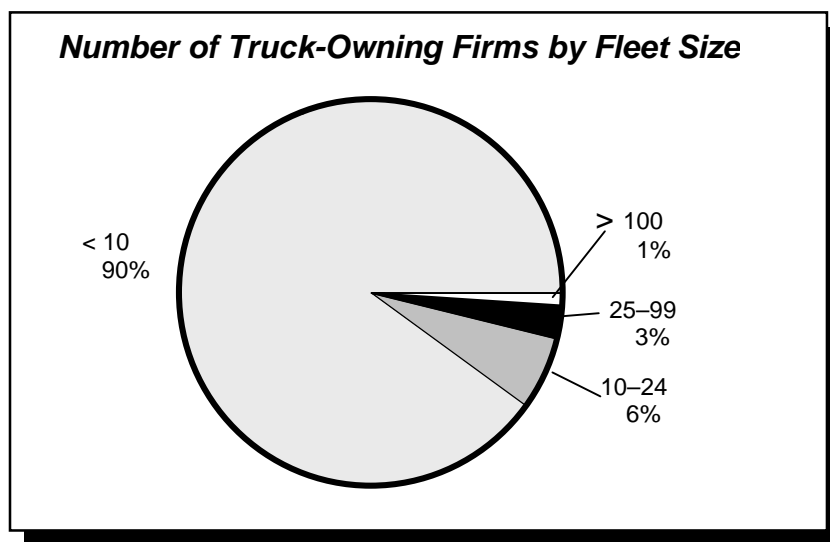
Approximately 44% of Class 6/7 trucks are in fleets of more than 100 units; about three-quarters of these are in fleets of more than 500 units. In addition, 26% are in fleets of 10–99 units, and 30% are in fleets of fewer than 10.



Source: August 2001 DataMac

### Number of Truck-Owning Firms by Fleet Size

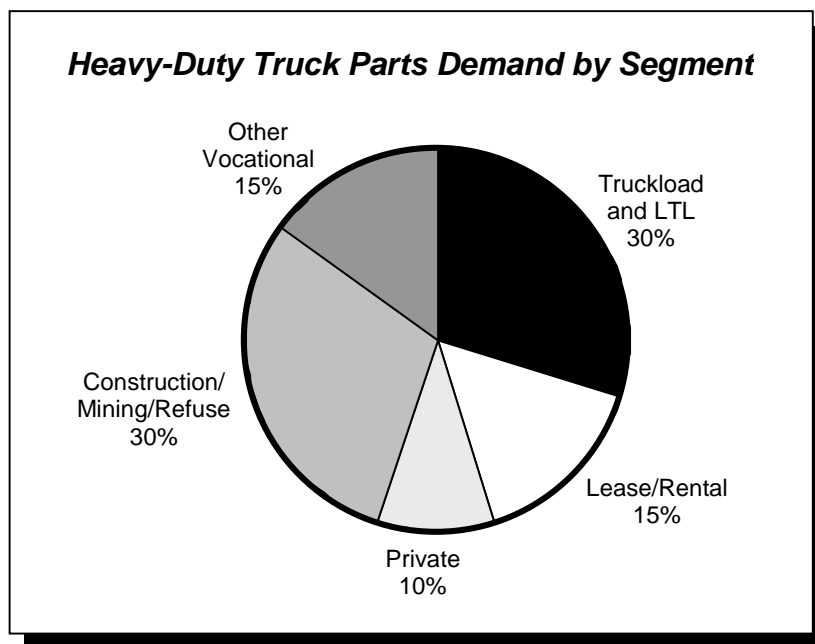
It is estimated that over 400,000 firms and individuals own one or more Class 6, 7, or 8 trucks or tractors. Of these, about 90% own 1–9 units, about 9% of ownership falls in the 10–99 unit category, and only 1% own more than 100 units. (Only one-quarter of 1% own more than 500!)



Source: August 2001 DataMac

### ***Heavy-Duty Truck Universe—Parts Demand***

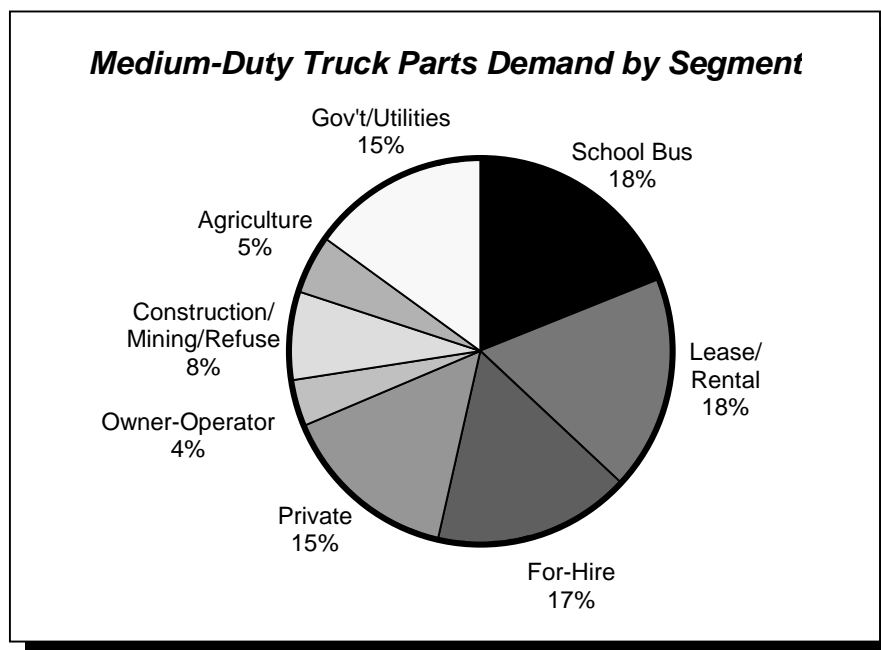
The for-hire segment that includes Truckload and LTL carriers represents 30% of total Class 8 retail parts demand while Lease/Rental makes up 15% and Private fleets only 10%. Construction/Mining/Refuse fleets comprise the dominant share of the vocational segment, accounting for nearly 30% of Class 8 retail demand.



*Source: August 2001 DataMac*

### ***Medium-Duty Truck Universe—Parts Demand***

School Bus fleets represent the single largest segment of Class 6/7 retail parts demand with 18% of the total. Lease/Rental comprises 18% while the For-Hire segment makes up 17% and Private fleets make up 15%.



*Source: August 2001 DataMac*

## What Fleet Programs Are You Able to Offer to Customers?

In this section, we'll look at each of the fleet programs that are available through your dealership.

### Centralized Billing

Freightliner LLC offers different centralized billing programs—programs which incorporate charges from multiple dealer points into a single statement, depending on which brand your dealership represents.

- The Pinnacle Centralized Billing program is available for Freightliner customers.
- The Compass Centralized Billing program is available for Sterling and Western Star customers.
- The Fleetpack Centralized Billing program is also available for Freightliner customers.

### *Pinnacle and Compass Centralized Billing Programs*

#### Overview

Pinnacle and Compass Centralized Billing programs are used for customers who have multiple locations interfacing with different dealers and who have a central accounts payable location for all locations. These programs include customer billing for parts and service from hundreds of dealers in a single statement.

#### Customer Benefits

These programs offer a number of benefits for fleet customers who qualify, including:

- Tightened (centralized) purchasing controls
- Greater pricing consistency among trading partners
- Improved parts usage reporting
- Improved parts availability

### **Dealer Benefits**

These programs also benefit Freightliner LLC and Freightliner, Sterling, and Western Star dealers by helping them:

- Increase parts and service sales to large fleet accounts.
- Retain and grow their customer base.
- Improve customer satisfaction with their products and the dealer network.
- Gain knowledge about fleet customer purchases.
- Strengthen the bond between fleet, dealer, and Freightliner LLC.

### **Program Elements**

Here are the key elements of the Pinnacle and Compass Centralized Billing programs:

- Open charge account privileges at participating dealers
- Multi-channel parts distribution support for customers with mixed fleets
- National (U.S.) “Not to Exceed” price level
- National (Canadian) “Not to Exceed” price level
- National parts return policy
- Centralized invoicing and payment
- Guaranteed dealer receivables
- Purchase reporting

### **Selling Pinnacle and Compass Centralized Billing Programs**

When selling centralized billing to your customers—or when incorporating it into your sales proposals—stress the benefits to the fleet customer’s operation, specifically those items already listed:

- Tightened (centralized) purchasing controls
- Greater pricing consistency
- Improved parts usage reporting
- Improved parts availability

### Operational Details

Here are the operational details for the Pinnacle and Compass Centralized Billing programs:

- **Dealer participation** – Any Freightliner (Pinnacle), Sterling (Compass), or Western Star (Compass) sales, service, or parts outlet in good standing is eligible to participate. (Participation is voluntary.)
- **Customer qualification process** – In order for a customer to be considered for the Pinnacle Centralized Billing program, the nominating dealer must submit data concerning the fleet's local parts and service business volume and provide a list of additional service outlets with their associated purchase volumes. Contact the appropriate program administrator for specific customer qualifications.
- **Parts distribution support (sources of supply and shipping policies)** – All parts sales are conducted through the dealer network. However, distribution may occur through the most efficient channel. The source of parts supply may be:
  - The local dealer inventory – The facing dealer is responsible for adequate local delivery service within a 50-mile radius.
  - Freightliner LLC Parts Distribution Center (PDC) direct shipments – Freightliner LLC PDC direct shipments are available with billing to the shop's local facing dealer.
  - Vendor direct shipments – Vendor direct shipments are subject to standard policies and shipping schedules and usually apply only to filters.
- **Fleet parts pricing** – Freightliner LLC proprietary and vendor parts are priced at suggested wholesale.
- **Dispute resolution** – Dispute resolution does not depend on the source of the shipment in question:
  - When products or services are supplied by a dealer, that dealer is responsible for resolving any dispute relating to short shipments, damaged goods, annual return credit allowances, incorrectly shipped items, core credits, workmanship or labor billing, and/or general order processing.
  - When products are shipped from a Freightliner LLC location, the associated dealer remains primarily responsible for resolving any similar dispute (with Freightliner LLC assistance, if required).
- **Parts return allowance** – Dealers must participate in a parts return program that includes:
  - Immediate eligibility beginning with program implementation
  - Return coverage up to 12 months after purchase
  - A restocking fee not to exceed 10%
  - Returns any time within the eligibility period

- **Centralized invoicing/payment** – The Freightliner LLC in-house system provides the following:
  - Credit authorization and limit controls
  - Centralized invoicing service
  - Price auditing of Freightliner LLC recognized items
  - Courtesy billing of non-Freightliner LLC supplied items
  - Standard payment terms
- **Dealer receivables** – Freightliner LLC guarantees dealer receivables. Dealer payment occurs electronically the same day that the invoice is processed by the Freightliner LLC centralized billing department.
- **Purchases reporting** – Detailed or summarized purchasing reports are available according to fleet, fleet shop, dealer, vendor, and/or part number.

**Need More Information?**

For more information about Pinnacle  
Centralized Billing call (503) 745-8784.

**Need More Information?**

For more information about Compass  
Centralized Billing call (503) 745-3536 or  
visit [www.SterlingTrucks.com](http://www.SterlingTrucks.com).

### ***Fleetpack Centralized Billing***

#### **Overview**

The Fleetpack Centralized Billing program is for smaller over-the-road fleets, whose operations interface with multiple dealer locations. Like the Pinnacle Centralized Billing program, Fleetpack includes customer billing for parts and service from the 320+ participating Freightliner dealers in a single statement. However, Fleetpack works like a credit card.

#### **Customer Benefits**

Fleetpack is designed to minimize equipment downtime caused by over-the-road breakdowns. Fleetpack membership offers the following benefits to your customers:

- International Account status at all 320+ participating Freightliner dealers throughout North America
- Quick, convenient payment with the Fleetpack Charge Card
- Competitive parts and service pricing guarantees
- Industry-leading nationwide parts availability
- 24-hour Breakdown Assistance (365 days a year)
- National Account tire purchasing privileges
- No enrollment or membership fees

#### **Dealer Benefits**

Freightliner dealers may use Fleetpack to work with fleets that are too small to qualify for Pinnacle Centralized Billing. The program offers many of the same benefits that dealers enjoy with Pinnacle Centralized Billing, including helping to:

- Increase parts and service sales to smaller fleet accounts
- Retain and grow customer base
- Improve customer satisfaction with products and dealer network
- Strengthen bond between fleet, dealer, and Freightliner LLC



## Program Elements

Fleetpack includes many of the program elements found in Pinnacle Centralized Billing.

- National (U.S. and Canada) “Not to Exceed” price level
- Centralized invoicing and payment
- Guaranteed dealer receivables

## Operational Details

Here are the key operational details associated with Fleetpack:

- **Parts Pricing** – Fleetpack dealers agree to charge no more than the Freightliner Suggested Fleet Price for any part on their shelves.
- **Service Pricing** – Fleetpack dealers agree to charge no more than their posted labor rate for all service work. Repair times will not exceed the times listed in the Freightliner Standard Repair Time Guide.
- **Priority Service (U.S. dealers only)** – Fleetpack dealers agree that their service department will begin diagnosing a Fleetpack customer’s problem within 1 hour of arrival. In most cases, actual repairs will begin within 4 hours after receiving work authorization from the customer’s designated contact(s).
- **Parts Availability** – Fleetpack dealers agree to stock a standardized list of parts recommended by the Freightliner Customer Support division. In addition, Fleetpack dealers can work with the Freightliner 24-Hour Customer Assistance Center to locate any part and expedite delivery, using the 24-Hour Parts Delivery Program.

### Need More Information?

For more information about Fleetpack  
call (503) 745-8182 or visit  
[www.FreightlinerTrucks.com](http://www.FreightlinerTrucks.com).

### ***Target Customer***

#### **Overview**

The Target Customer program enables customers to order parts on-line directly from Freightliner PDCs. (Either the customer or the dealer orders the parts on-line.) The program is particularly well suited for the following types of customers:

- Customers who manage their own inventory
- Customers who know and understand Freightliner part numbers
- Customers who are located a long distance from a dealership

#### **Parts Availability**

The Target Customer program provides access to 700 different product lines of replacement parts that fit all makes of Class 6–8 vehicles and trailers.

#### **Customer Benefits**

The Target Customer program offers fleet customers the following benefits:

- The convenience of Web-based parts ordering
- The ability to view parts in stock at Freightliner LLC PDCs
- On-line parts pricing
- The ability to access supersedures and other parts information on-line

#### **Dealer Benefits**

The Target Customer program also benefits dealers in a number of ways:

- It reduces inventory stocking for the dealer. (The dealer earns the profit on the part without the expense of having to stock the part.)
- The dealer does not handle the part, saving labor time and expense.
- Billing is through dealer, so the dealer still maintains control.
- The program enhances customer satisfaction by making the parts ordering process simple and convenient.

## Selling the Target Customer Program

Customers who are located a long distance from a dealership will benefit the most from the Target Customer program since shipments are not delayed and the dealer is not required to make multiple long-distance deliveries. When talking to such customers, stress the convenience and control that the program will give them over their parts purchases.

### Internet Access

The Target Customer program allows your customers to order parts on-line from your PDC using Internet Explorer 5.5 or higher. There's no special hardware or software to install.

## Operational Details

Here are the operational details of the Target Customer program:

- Customer applications are submitted by dealers through [AccessFreightliner.com](http://AccessFreightliner.com).
- An RT code is assigned for each customer by Freightliner.
- If the customer will be booking orders on-line, a logon ID is also assigned by Freightliner.
- Parts may be ordered in a number of ways:
  - Customers can order parts using Web PartsLink.
  - The dealer can order parts for the customer by using the RT code as a "Ship To."
  - The dealer can order parts for the customer by logging on as the customer.
- The parts that are ordered are billed to the dealer's open parts account.
- The dealer bills the customer.

### Need More Information?

For more information about the Target Customer program, contact your Region Parts Manager or visit [AccessFreightliner.com](http://AccessFreightliner.com).

### ***FleetConnect***

#### **Overview**

FleetConnect is a Web-based automated parts ordering and replenishment system. The program is best suited for customers without a parts inventory management tool.

#### **Customer Benefits**

FleetConnect automatically updates customer inventory, resulting in the following benefits for the customer:

- Improved productivity by ordering parts automatically on-line
- Reduced downtime with just-in-time inventory to help ensure that the right parts are in stock when needed
- Reduced obsolete inventory because only the parts that get used are reordered
- Reduced expense due to emergency purchases since parts are automatically reordered when a predetermined reorder point is reached.

#### **Dealer Benefits**

FleetConnect helps create strong ties between your dealership and your customers. The program:

- Allows you to view your customer's entire parts inventory, so you can respond with a better price and faster service than a competing parts supplier.
- Ties customer to one dealer—you!

#### **Program Elements**

Key elements of the FleetConnect system include:

- Bar code label printing – A bar code label is attached to each part in your customer's inventory.
- Bar code scanning – As parts are pulled from inventory, the bar code is scanned and the inventory level is adjusted accordingly.
- Service and repair order tracking – FleetConnect tracks parts usage by repair order, providing up-to-date parts and labor costs. This allows your customer to see what it costs to keep individual vehicles on the road. (Is it time to replace a particular unit with a new one?) It also can help identify operator issues. (Do you need to change a driver's habits?)
- Inventory management – When the reorder point is reached for a particular part, a parts order is automatically generated and electronically transmitted to your dealership.
- Aftermarket parts warranty tracking – Using service functions, aftermarket parts are tracked by serial number. If a part has been placed on the vehicle and fails within the aftermarket part warranty (usually 1 year), a box flashes indicating that this part is covered under warranty.

### **Getting Started**

To get started with FleetConnect, you need a bar code printer, a Personal Computer (PC), and access to the Internet at your dealership. Then, work with your customer to determine stocking levels, including minimums, maximums, and reorder points. Attach bar code labels to all existing parts in the fleet's inventory. After the system is set up, a bar code scanner and a FleetConnect-enabled PC (any compatible PC with Internet access) are used to scan each part as it's pulled off the shelf and used. When the stock quantity reaches its reorder point, FleetConnect automatically creates an order and sends it to the dealership electronically.

### **Selling FleetConnect**

If one of your customers seems to have a lot of emergency orders or complains about the time and effort required to keep parts inventory at appropriate levels, suggest FleetConnect as a means to better manage their parts inventory and costs.

### **Operational Details**

- An electronic (Web) link between dealer and customer allows you to view your customer's inventory and anticipate parts needs
- Daily (or at other intervals as specified) electronic orders from customer to the dealer helps maintain parts inventory at appropriate levels

### **Need More Information?**

For more information about FleetConnect, contact your Region Parts Manager or FleetConnect Manager.

### ***Fleet Assistant***

#### **Overview**

Fleet Assistant is a Windows® based client/server application to help manage fleet maintenance. The program is well suited for truckload, LTL, and private carriers, and government agencies with 200 or more power units, or 500 or more total assets. The types of organizations that would be best suited for this program would currently be using an older, in-house type of system, or no system at all. The target fleet size for this program is determined based on the fleet's infrastructure, the cost of the system, and the robust functionality of Fleet Assistant.

#### **Customer Benefits**

Fleet Assistant benefits customers in a number of ways. Fleet Assistant:

- Helps identify life-cycle cost, enabling the fleet to identify high cost equipment and improve processes to lower life-cycle costs
- Provides live, real-time repair orders
- Provides parts inventory tracking with bar coding
- Allows improved parts forecasting
- Lowers carrying costs on parts
- Allows improved Preventative Maintenance (PM) scheduling and identification of chronic repairs, thus improving equipment availability
- Helps increase warranty reimbursement on new vehicles and replacement components
- Supports implementation of maintenance best practices
- Allows integration with dispatch, accounting, and onboard computing, thus eliminating duplicate entry of information
- Is easy to use—is designed for a technician to use at the vehicle
- May incorporate a Wireless Pocket PC® to aid technicians with real-time bar code scanning and data input

### Dealer Benefits

Here are the dealer benefits of Fleet Assistant:

- Strengthens relationship between fleet, dealer, and Original Equipment Manufacturer (OEM)
- Helps increase parts sales
- Allows integration with Freightliner LLC systems

### Selling Fleet Assistant

Fleet Assistant helps fleets track and, therefore, control their parts and service expenses. By helping fleets implement this solution to lowering their operating costs, you help your customers perceive added value in their relationship with your dealership.

### Operational Details

Cetaris—a full-cycle development company—has partnered with Freightliner for several years, designing key software projects including Fleet Assistant. A world-class technology innovator and leading Microsoft® Certified Solution Provider Partner, Cetaris—in agreement with Freightliner LLC—can activate Fleet Assistant at your dealership.

Implementing Fleet Assistant involves two basic steps:

- A license agreement is signed between Cetaris and the fleet.
- Cetaris bills the fleet.

#### Need More Information?

For more information about Fleet Assistant contact Bud Ferrigno, Region Sales Manager, at 503-745-5588, or visit the Cetaris Web site at [www.cetaris.com](http://www.cetaris.com).

# Customized Programs

## Overview

As noted previously, all customers have unique business requirements. In some cases, due to individual operating requirements or practices, a fleet customer's needs may not fit into any of the Freightliner LLC published Parts Fleet Programs. In these situations, a customized program may be developed. Your dealership, in cooperation with Freightliner LLC, will work directly with the customer to customize a program for them. The customized program is meant to be a starting point for developing an ongoing relationship between Freightliner LLC, your dealership, and your customer. As the customer's business grows and changes, you may later move the customer into one of the established centralized billing programs.

## Customer Benefits

As with all fleet programs, customized programs aim to provide pricing consistency and/or administrative convenience to your customer. Customers benefit from the support of the strongest dealer body in the industry—a dealer body that has proven itself best able to support fleets. Other dealer services that provide customer benefits include:

- Extended hours
- Delivery service
- Assistance with inventory management
- Assistance with parts room setup
- On-site inventory management
- Consignment programs
- Customized suggested stock lists
- Assistance with physical inventory

Fleets are reducing the number of suppliers they do business with. With active dealer participation and support, Freightliner LLC is well positioned to be one of the suppliers that fleets retain.

## Dealer Benefit

When established fleet programs don't fit a particular customer's situation, a customized program will help you maintain your dealership's relationship with the customer.



### ***Program Elements***

Customized programs may involve one dealer or many. While the individual details may vary widely, customized programs generally contain the following elements:

- Nationwide pricing
- Direct billing from facing dealers
- Dependence upon dealers for consistency

### ***Operational Details***

Because they are customized, the operational details will vary from program to program.

#### **Need More Information?**

If you need more information about customizing a program for one of your customers, please contact your Region Parts Manager or the responsible National Aftermarket Fleet Manager.

# Summary

Fleet programs are necessary to help fleets better manage their operating costs. Participating in fleet programs is increasingly becoming a necessity for dealers since the added convenience and margins such programs provide to customers may be the reason you get their business—not just their parts and service business but the sale of new equipment as well.

Freightliner LLC offers a number of fleet programs that will help Freightliner, Sterling, and Western Star dealers compete and succeed in the competitive market for Class 6–8 trucks:

- Centralized Billing
  - Pinnacle (Freightliner)
  - Compass (Sterling and Western Star)
  - Fleetpack (Freightliner)
- Target Customer
- FleetConnect
- Fleet Assistant
- Customized programs

Use these programs to your advantage to sustain your current customer base and to conquest customers from the competition.

## Glossary

Centralized billing	Centralized billing programs incorporate charges from multiple dealer points into a single statement in order to simplify accounts payable administration for fleet customers.
Compass	Compass is a Freightliner LLC centralized billing program for Sterling and Western Star dealers.
Fleet Assistant	Fleet Assistant is a Windows® based client/server application to help manage fleet maintenance.
FleetConnect	FleetConnect is a Web-based automated parts ordering and replenishment system.
Fleetpack	Fleetpack is a credit card-based centralized billing program targeting smaller fleets for Freightliner dealers.
Leasing companies	These companies own vehicles, and lease or rent them to other companies that operate them. In most cases, the lease/rental company is responsible for vehicle maintenance and may also supply logistics service.
LTL carriers	Less-Than-Truckload (LTL) carriers are for-hire carriers transporting shipments from multiple consignees to varied destinations. LTL carriers operate multiple terminals, where loads are broken and consolidated for delivery.
Owner-Operators	As the name implies, owner-operators own and operate one to several trucks.
Pinnacle	Pinnacle is a centralized billing program for Freightliner dealers.
Target Customer	The Target Customer program enables customers to order parts on-line directly from Freightliner PDCs.
Truckload carriers	These are for-hire carriers whose primary business is point-to-point transport of full-load, single consignment shipments.
Vocational fleets	Typically regarded as private carriers, these are transportation operations of companies that use trucks to transport raw material and finished goods to support their own primary business.

## Certification Questions

1. Which fleet/customer type is the largest purchaser of trucks?
  - a. Leasing companies
  - b. Truckload carriers
  - c. Less-Than-Truckload (LTL) carriers
  - d. Vocational fleets
2. A for-hire carrier transporting shipments from multiple consignees to varied destinations would be considered which of the following?
  - a. Truckload carrier
  - b. LTL carrier
  - c. Vocational fleet
  - d. Leasing company
3. Which of the following parts and service concerns is generally of most importance to a Truckload carrier?
  - a. Equivalent parts, service, and pricing programs along national corridors
  - b. Regional parts and service support
  - c. Strong local parts and service support
4. How do smaller fleets (e.g., less than 10 units) generally compare to larger fleets (e.g., 100 units or more) in term of parts and service purchases?
  - a. Similar per unit preventive maintenance and replacement purchases
  - b. Higher per unit preventive maintenance and replacement purchases
  - c. Lower per unit preventive maintenance and replacement purchases
  - d. Higher per unit maintenance purchases and lower replacement purchases
5. Approximately what percentage of Class 8 trucks and tractors are in fleets of more than 100 units?
  - a. 13%
  - b. 22%
  - c. 44%
  - d. 57%
6. What percentage of firms that own one or more Class 6, 7, or 8 trucks or tractors have fleets of 1–9 units?
  - a. 20%
  - b. 50%
  - c. 70%
  - d. 90%

7. Which of the following centralized billing programs is available for Sterling and Western Star customers?
  - a. Pinnacle
  - b. Compass
  - c. Fleetpack
  - d. All are available
8. A Compass/Pinnacle Centralized Billing customer received a damaged part from a Freightliner LLC PDC via the Target Customer program. Who is primarily responsible for resolving the dispute?
  - a. The dealer who received credit for the sale
  - b. The associated supplier
  - c. The PDC
  - d. Freightliner LLC
9. Which of the following centralized billing programs works like a credit card and is for smaller Freightliner fleet customers?
  - a. Pinnacle
  - b. Compass
  - c. Fleetpack
  - d. FleetConnect
10. Which of the following fleet/customer types accounts for the largest Class 6/7 retail parts demand?
  - a. School Bus fleets
  - b. Agriculture
  - c. Construction/Mining/Refuse
  - d. Owner-Operators
11. Which of the following is not a part of the Fleetpack program?
  - a. Quick, convenient payment with the Fleetpack Charge Card
  - b. National parts return policy
  - c. Industry-leading nationwide parts availability
  - d. National Account tire purchasing privileges
12. Fleetpack dealers agree to charge no more than \_\_\_\_\_ for all service work.
  - a. Their posted labor rate
  - b. Industry standard
  - c. 90% of prevailing local labor rate
  - d. National (U.S. and Canada) "Not-to-Exceed" rate

13. The Target Customer program enables customers to order parts in which of the following ways?
- On-line from dealer inventory
  - By phone from their facing dealer
  - Faxing the order to the appropriate Freightliner LLC PDC
  - On-line directly from Freightliner PDCs
14. You are working with a fleet that seems to have a lot of emergency parts orders. The maintenance supervisor has complained that he simply doesn't have the personnel or the time to track the parts inventory to keep it at appropriate levels. Which of the following programs would best address this customer's situation?
- FleetConnect
  - Target Customer
  - Fleet Assistant
  - Compass
15. Which of the following programs will help customers track the life-cycle cost of individual vehicles in its fleet?
- FleetConnect
  - Target Customer
  - Fleet Assistant
  - Compass
16. Which of the following programs incorporate bar code scanning for parts inventory scanning?
- Fleetpack
  - Target Customer
  - FleetConnect only
  - FleetConnect and Fleet Assistant
17. True or False: The Owner-Operator classification is limited to those customers who own and operate only one truck.
- True
  - False
18. A company that owns 15–20 trucks that are used to distribute their food products to multiple locations on defined routes is an example of which of the following fleet/customer types?
- Leasing company
  - Truckload carrier
  - LTL carrier
  - Vocational fleet

19. In the case of trucks acquired through a leasing company, who is typically responsible for vehicle maintenance?
- a. The leasing company
  - b. The operating company
20. True or False: Effective fleet programs can affect the sale of new trucks.
- a. True
  - b. False
21. Which of the following centralized billing programs is/are available for Freightliner customers?
- a. Pinnacle and Fleetpack
  - b. Compass only
  - c. Pinnacle only
  - d. Pinnacle and Compass
22. True or False: Trucking is the primary business of vocational fleets.
- a. True
  - b. False
23. Which of the following customer types will be most interested in strong local parts and service support?
- a. Leasing companies
  - b. Truckload carriers
  - c. LTL carriers
  - d. Vocational fleets
24. Which of the following, if any, is not a customer benefit of fleet programs?
- a. Increased vehicle uptime
  - b. Reduced parts inventory costs
  - c. Streamlined business management
  - d. All are customer benefits
25. Truckload and LTL carriers represent what percentage of Class 8 retail parts demand?
- a. 20%
  - b. 30%
  - c. 40%
  - d. 50%