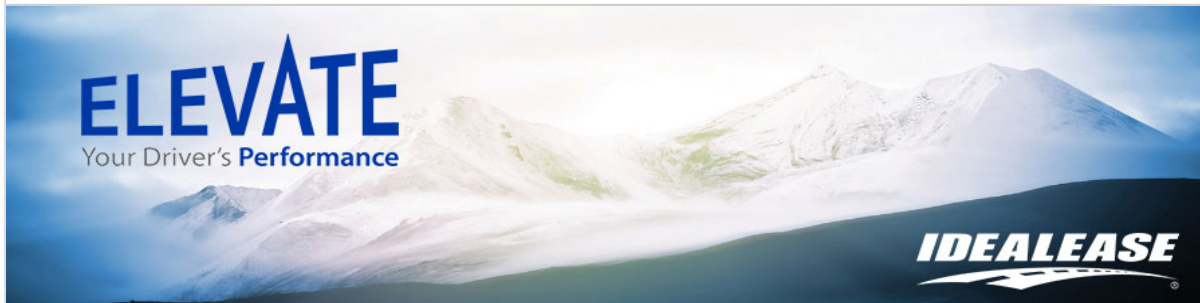


This Week: *Brace Yourself and Remain Focused*

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Brace Yourself and Remain Focused

Q: I've worked hard to help my drivers form healthy habits. How do I prevent all that effort from going to the wayside as we move into winter?

A: During the winter season fuel economy drops. Winter fuel mix is less efficient and has a significant impact on fuel economy when used. The key is to brace yourself for those natural changes and keep the momentum by focusing on proper driving and idle behaviors with your drivers.

Control what's within your reach: keep idle low, and encourage responsible and efficient driving. If you have been on this journey with us during the past year, you will be able to compare how this December performed vs. last December. We do a 13 month rolling graph to allow for this comparison.

Your January results will never be as good as your September results, but a **true WIN** is when your January 2020 results are better than your January 2019 results!



Idealease Business Intelligence is committed to helping your team Elevate their performance. You will get a weekly Question of the Week email that will help explain different elements of the scorecard, offer tips to improve Key Performance Indicators (KPI's) or other motivational topics to keep your drivers striving for excellence behind the wheel. If you have a question or would like a topic covered, please email jerryring@idealease.com.



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