



Dear IEC Member/Potential Member:

Fuelman is an indispensable fleet purchasing card, whatever the size of your fleet. The Fuelman Fleet Program is about security, controls and accountability. Our customers report a 14% decrease in their total fuel expenses when using our program*. We offer the best front end card controls in the industry and an unmatched online account administration package that allows you to view transactions “real-time” as well as turn drivers on and off and edit card restrictions “real time.” Unlike other fleet card programs, we offer:

- No Setup Fees
- No Card Fees**
- No Online Fees
- No Contract

In addition, as a member of IEC you have the potential to receive a volume discount for all fuel purchases off of the posted retail price up to \$.03 per gallon.

You’ll realize savings – thanks to our controls. Imagine directly controlling fuel and maintenance purchases. Fuelman simplifies the process with purchasing controls that help to prevent unauthorized transactions. By simply eliminating cigarettes, snacks, and premium fuel expenses, many companies are saving hundreds of dollars. On an individual card basis, you select the purchasing parameters – and update them “real time” as needed including:

- Fuel restrictions (eliminate personal vehicle fueling and non-fuel items such as snacks and cigarettes. Plus at many stations fuel grades like premium can be restricted)
- Gallon controls (per fill up, per day and per week)
- Transaction Controls
- Days of the Week/Time of Day Restrictions
- Instant email notifications outside expected purchasing habits

You’ll save time with comprehensive tracking and reporting tools. Fuelman makes it easy to monitor spending and identify hidden costs, such as personal fueling by tracking the odometers and MPG every time you fuel. Every two weeks, you’ll receive a detailed Fleet Management Report. The savings can quickly add up. Think of what that cost reduction will mean to your company’s bottom line. Forget the hassle of reconciling paper receipts for accounting and tax purposes. You’ll be able to quickly access your account information online via FleetNet, to check account activity, make changes to your purchasing controls, or download transaction information to Excel. Each company vehicle is issued a Fuelman Card and each authorized driver is assigned a unique PIN so you’ll have purchasing detail by vehicle and driver. You can easily track miles-per-gallon data to identify problem vehicles.

Let us prove it to you. Over 30,000 multi-branded convenient fueling locations (see www.fuelman.com). Upon arrival, we’ll help you set up purchasing controls for your vehicles and drivers, and send your cards to you so that you can quickly start seeing the benefits. We’ll also offer onsite training to assist you in monitoring your account online.

Why Fuelman? Because Fuelman offers more options than any other provider in the industry customizing the right solution to help your company control fuel spending and reduce overall fleet expense.

1. **I am a Fleet Fuel Management Expert – This is ALL I do!** Fuelman is not an oil company. We are not a convenience store company. We do not sell fuel or own gas stations. I perform a diagnostic analysis of your current fuel purchasing program to determine if I can offer you a better program.

*Based on a recently completed random survey of active Fuelman clients.

**No fees through 12/31/07. Reviewed annually with 30 days written notification.

2. **I am a Fleet Consultant** – Don't think of me as a traditional "salesperson." My job is to understand your business, what you do, who your customers are, what type of vehicles you operate, what type of fuel you purchase, where your service area is, where you prefer your drivers fuel, how many transactions should each driver be allowed, how many gallons per transaction per day or per week, etc.
3. **Free Fuel Program Analysis** – Allow me to review one of your most recent fuel invoice/statements to better understand your current program and help identify any billing or pricing discrepancies, uncover any unauthorized purchases, detect incorrect card purchase control settings, highlight hidden charges, suggest areas needing improvement, etc.
4. **Comprehensive Training and Support** – I can provide a step-by-step online web training demonstration at your location to help you and your fleet administrators see first-hand how our "real-time" online account management system helps you more effectively control & monitor your daily vehicle-related expense needs.
5. **Personal Customized Account Setup** – We realize the most crucial aspect of your fuel purchasing program is "how your account is set up." In my opinion, this is one of the most important benefits we offer over any of our competition. By personally understanding and appreciating your company's business needs, I will customize your account's set up exactly how you want it and expect it to be.
6. **The Right Information** – I will show you how with most of our solutions, we offer two (2) different fleet fuel card setup options. Transactions can be authorized through each vehicle's card and each driver's unique PIN – just like a bank ATM. We can also offer you a driver card option where a card can be assigned to an individual employee that allows a PIN to be used, along with vehicle number for tracking purposes. I will show you how our reports enable you to track fuel grade, type and quantity, vehicle/driver information, mpg/cpm, date/time of purchase, odometer readings, variances in vehicle operation, fueling sites visited and off-road, diesel and interstate taxes.
7. **This Entire Service & It's Practically Free** – NO per transaction fees, NO huge monthly card fees, NO monthly service fees, NO online account access fee, and NO minimum gallons to be purchased before fueling discounts are applicable.

Interested members contact the IEC office to enroll or find more information on the Fuelman Fleet Purchasing Card Program.

Not an IEC member? Contact the IEC Office, 859-266-4968, for more information on joining our association.