

T *Ontario* **Trucking**

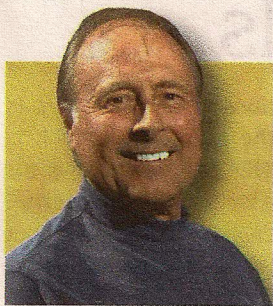
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News

S E R V I N G A L L O F O N T A R I O

When Cheap Fuel Costs You More...



BY JACK LEE

Do you like shopping around for a good deal? I remember hearing about a guy who got a good deal on a new paint job for his truck...his brother-in-law was going to do it. No need to write any more because you can finish the rest of that story.

I like a good deal and as a business owner I always try to get the best price from our suppliers, while taking into consideration all of the facts looking beyond just price. Take fuel for example. If you are driving a few blocks to save a couple of cents per litre to fill up your car, it makes sense. But is price-per-litre the best way to shop for your fleet?

Let me ask you another question: Is fuel a commodity or an investment? If you view fuel as a commodity chances are you shop for fuel based on price alone. If you view fuel as an investment you are concerned about maximizing the return on your fuel investment and the resulting productivity. Sound complicated? Really it's not. Let me explain.

If you refuel your fleet with a supplier that gives you a "low price guarantee" you don't get much else, just the fuel. There usually is not a written service guarantee that ensures you get the fuel you need, anytime, day or night; not to mention emergencies. And what about fuel shortages? Will you be lined up with everybody else waiting for the big oil companies? Cheap fuel suppliers can leave you in the



Lur ch too, stopping your work. Now that's expensive. If the cost of fuel is your only concern then are you 100% sure that you are getting every drop you pay for? Unless there is 100% transparency you could be getting less. If your fuel delivery company does not monitor each refuelling occasion digitally and can show you how much fuel was delivered, to the exact drop, you have no real proof. Low cost price leaders typically do not invest in technology and as a result you do not get more than a simple invoice with each fill... that's it.

Total Fuel Management delivers more for your money!

When you use a Total Fuel Management Company, like 4Refuel, you will get a competitive price

and they will deliver a whole lot more. A big part of that is information that you can use to calculate the return on your fuel investment. With each fill up, you know, to the drop, how much fuel each truck or piece of equipment got and when it was refuelled. You can get that data delivered to you in real time via email in addition to data that shows how much time that particular unit was productive, how much downtime and key operating information like time spent idling, hard acceleration etc. All this is important stuff if you care about your bottom line productivity.

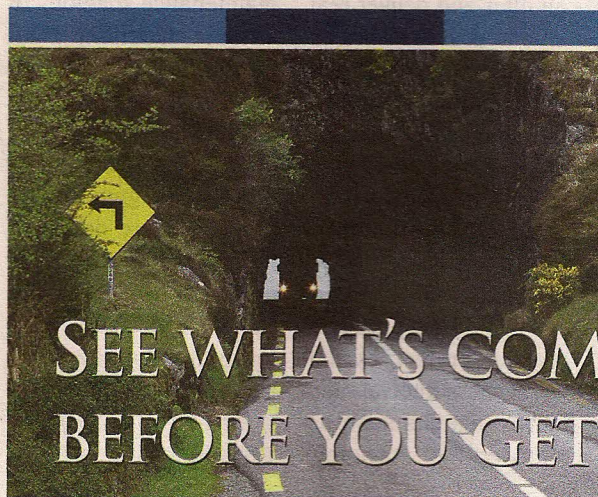
Total Fuel Management minimizes the risks associated with refuelling too because drivers are certified, trained professionals, so you won't have to pay for costly clean-ups. If there is a regional fuel shortage the top TFM companies will guarantee delivery because they work with a number of suppliers in and outside of your territory. You'll be working while others are waiting. And that is priceless!

Jack Lee is CEO of 4Re-

fuel Inc. the largest on-site fuel management company in Canada and a global leader in technol-

ogy designed to help businesses reduce their fuel expenses.

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