

case study



LUXURY AUTOMOBILE MANUFACTURER MERCEDES-BENZ USA CHOOSES CSI GLOBAL-FLEET FUEL CARD PROGRAM FOR NATIONAL DEALERSHIP NETWORK

BACKGROUND

By leveraging the scale of its business, Mercedes-Benz USA (MBUSA) has the ability to research and identify new products and services to offer the company's national dealership network. Recognizing that fleet fuel costs are a pain point for nearly every dealer, MBUSA set out to find the best fleet fuel card program to help their dealers better manage these expenses.

SOLUTION

"We chose the CSI global-fleet fuel card program because it offers the most comprehensive suite of tools available in the market," said Cai Ramhorst, DM Product Management and Parts at MBUSA. "The dealers that have implemented this program have achieved significant savings."

Through the partnership, MBUSA dealers, dealer groups and multi store operators have access to the CSI global-fleet fuel card program, offering universal acceptance, powerful controls and fuel discounts - all at no cost to the dealers.

One early adopter was Jim Troiola, Service and Parts Director at Estate Motors Inc., an authorized Mercedes-Benz dealer in New York.

"Before CSI global-fleet, our fuel card program was a nightmare," recalls Troiola. "Employees would bring gas receipts back and give them to the wrong manager, put them in their pocket and forget about them or lose them altogether. It was impossible to reconcile those expenses every month."

Estate Motors' General Sales Manager, Bob Federico, shares how CSI global-fleet has solved that problem. "One of the benefits is that each department can be allocated their own card, and purchases on that card are charged directly to that department. Reporting is now a breeze."

CSI global-fleet offers online expense management tools that make it easy to control the cards, limit spending, or approve/block cards in real-time. "I can go online and set up the fuel cards any way I want them to work - by time of day, for weekend only - it's that easy to use," said Troiola.

The CSI global-fleet card also allows a discounted rate per gallon on fuel purchases. "Fuel is a significant cost for any dealership," acknowledges Federico. "The ability to get discounts on every gallon of fuel is a tremendous cost savings."

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- Bob Federico, General Sales Manager, Estate Motors, Inc.

When asked if he would recommend CSI global-fleet to other dealers, Federico was quick with advice. "It's a must-have. It takes what is normally a problem in the areas of theft and misuse and makes them seamless."

Troiola agrees. "It's a no-brainer. The CSI global-fleet fuel card program is a necessity for any dealer."

Ramhorst is proud to offer the CSI global-fleet fuel card program to MBUSA dealers. "We're glad we chose CSI as our partner. We are confident that our dealers, dealer groups and multi store operators have access to the best fuel program available, and a powerful way to control fuel expenses and achieve significant savings every month."

Key Benefits of the CSI global-fleet fuel card program include:

- Powerful Controls
- Fraud Prevention
- Universal Acceptance
- Easy Reporting
- Fuel Discounts

To take advantage of this no-cost fleet fuel card program, MBUSA dealers may download an application at www.csifleetfuelcard.com/MBUSA-Dealer.

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