

LEASE \longleftrightarrow VERSUS OWN

A GUIDE TO THE BENEFITS OF LEASING VERSUS OWNERSHIP



THE APPEAL OF LEASING FOR BUSINESSES

More and more, leasing, rather than owning, is becoming an attractive option for businesses, large and small. The fact of the matter is the way businesses manage their fleets can impact their operation and even significantly cut into their bottom lines. Jumping into ownership, with all of its innumerable moving parts, can be overwhelming.

The relief a full-service lease offers a business is perhaps its greatest draw. Most companies didn't get into what it is they do to have the logistics of managing a fleet bog them down. They would much rather direct their attention to their core missions.

The decision to lease or own comes down to several variables; however, with aspects such lower monthly payments, administrative relief, worry-free maintenance and upkeep, and near limitless equipment options tailored to how you do business, leasing is almost always the most viable route.



LEASING AT A GLANCE

- No capital expenditures for standard or specialized equipment
- Predictable transportation costs
- Licensing, permitting and fuel tax reporting services included
- Access to the newest state-of-the-art technologies
- Optimize your miles per gallon
- Reduce service interruptions for your customers with increased uptime
- Focus more on your core business without the hassles of fleet management
- And more!

THE ECONOMY OF LEASING

Initially, owning your own fleet can be an alluring notion. However, that's before you realize how large of an initial investment is required to purchase vehicles, which means more of your company's capital will be tied up in your fleet. That's capital that could be spent expanding your core business.

Leasing a vehicle, on the other hand, requires a smaller up-front investment, allowing you to allocate cash to other areas of your business. Additionally, Aim's purchasing power allows us to pass our savings on to you.

Along with a smaller up-front investment, you receive the benefit of predictable monthly (or weekly) transportation costs. After all, owning your own fleet comes with a lot of moving pieces that can quickly spiral out of control, sending your budget skyrocketing and even cutting into your bottom line. Leasing with Aim, on the other hand, offers the benefit of stabilized transportation costs all at a highly competitive rate.

When you go with a full-service lease with Aim, you receive nationwide service. As your business expands, you'll have the peace of mind knowing the logistics and capabilities of your transportation activities won't hamstring your growth. Leasing with Aim, companies can easily add vehicles to locations nationwide without the headache of worrying about things like breakdowns and routine maintenance. This equates to a longer reach and increased uptime, which, combined with controlled transportation costs, results in greater cash flow for your business.



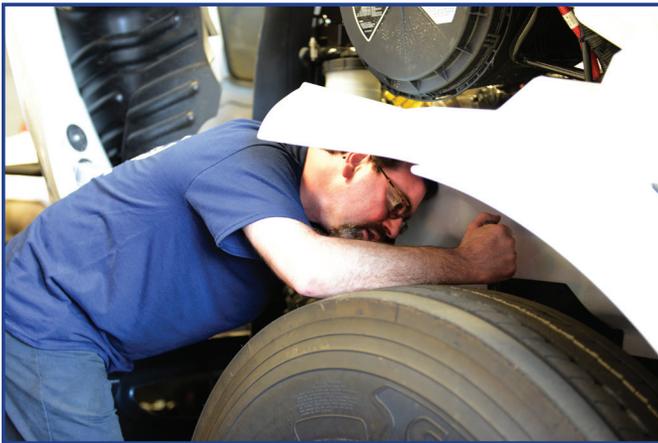
LEASING			OWNERSHIP		
					
Smaller Upfront Investment	More Capital for Your Core Business	Predictable Transportation Costs	Larger Upfront Investment	Capital Tied Up in Vehicle(s)	Unpredictable Costs

MAINTENANCE

One of the most unpredictable aspects of owning a fleet is maintenance. Breakdowns are unavoidable. You'll never know when or where one will occur, let alone its severity. Repairs can be costly, are never convenient and the downtime can cripple your operation.

With a full-service lease through Aim, we build maintenance into your lease. So, those variables like when, where and severity will be handled while you continue to focus on your core business. We'll even provide replacement vehicles for downed units.

Our vehicles are expertly maintained by certified, experienced technicians. Our mechanics, using the latest in diagnostic and repair equipment, are prepared to handle any type of equipment, no matter how specialized, that comes through the shop doors.



Additionally, Aim is part of the NationalLease affiliate network which offers discounted preferential services at any of its 700 locations nationwide. So, if you're not near an Aim facility the chances are good you're near one of our partner service stations where you'll receive the Aim treatment.

On top of the benefits of increased uptime for fleets, Aim also has a national fuel pricing program in which Lessees will net the benefit of reduced fuel rates.

INCREASING YOUR UPTIME



Road Rescue
Service 24/7, 365



Certified Expert
Technicians



Coast-to-coast
Repair Coverage



Replacement
Vehicles

ADMINISTRATIVE RELIEF

Own^Oning your fleet might seem like the natural course of action. However, it's not as simple as putting money down and getting the keys. There are several ongoing details to consider:

- Taxes
- Licensing and Permitting
- Compliance
- Hiring Technicians
- Training
- Certifications
- Scheduling Maintenance
- Managing Breakdowns
- Everyday Paperwork Associated with Fleet Management



All of this results in an indirect cost that can easily be overlooked by those purchasing their fleet.

At Aim, we have the experience, expertise and personnel to handle all the administrative tasks of managing a fleet. Going a step further, Aim Integrated Logistics offers a complete takeover of your transportation activities—from hiring and managing drivers to optimized routing, scheduling and supply chain management. Visit www.aimntls.com/logistics for more details on this great service.

AIM HAS YOU COVERED



Expert Personnel



Certifications



Compliance



Maintenance and Repair Technology



Licensing & Permitting



TECHNOLOGY & ASSET MANAGEMENT

The transportation industry is always changing—and changing rapidly. Compliance aside, new technologies are regularly being introduced to enhance how you transport your goods and services. That's where a leasing company like Aim comes in.

We have relationships with a comprehensive network of equipment manufacturers and vendors ready to increase the efficiency of your day-to-day transportation activities. This means you'll have access to a wide array of vehicle types, all outfitted with the latest technologies and parts to meet or exceed industry standards and regulatory demands. Additionally, with Aim's buying power, we're able to purchase equipment at lower prices, at which point our savings become your savings.

Not only will you have access to vehicles best suited and optimized for your operation, but you will be able to tailor them to the demands of your business. From refrigerated equipment to custom liftgates, vehicles can easily be customized to increase efficiency and provide unparalleled customer service.

Unlike purchasing your fleet, Aim is with you from start to finish, meaning we help manage your assets from the day you acquire your new vehicle(s) to the end of its lifecycle. Your vehicles will always comply with regulatory demands, and we're always available to assist you with making sure your vehicles meet the day-to-day demands of your operation.

Plus, Aim's Customer Web Access lessees provides lessees the ability to instantly view all unit repair details, in real time, including all work orders and invoices. This eliminates any second-guessing about work performed on your equipment. You see what we see.

ELD COMPLIANCE

Aim has partnered with GeoTab, a global leader in telematics, to make the latest in ELD technology available to our customers and keep them compliant.

GEOTAB
management by measurement



Access to the newest state-of-the-art technology



A wide array of equipment ready to be customized to how you do business



Customer Web Access provides complete transparency, from repair status and history to invoicing

SAFETY

A great deal goes into ensuring your drivers and vehicles are operating safely and complying with every safety regulation. To help relieve that burden, lease customers have access to Aim's dedicated safety department, which will help you take the necessary steps to operate as safely as possible; keep Compliance, Safety, Accountability (CSA) scores low; and avoid costly fines. Here are just some of the ways Aim helps lessees stay on top of industry safety laws and trends:

I. Driver Training Meetings

- Federal Motor Carrier Safety Regulations
- Introduction and training from manual
- DOT Drug and Alcohol Regulations
- CSA Training
- Pre-trip and Post-trip Inspection
- Cargo Securement
- Hours-of-Service Training
- Defensive Driving—Smith System
- The Dangers of Fatigue
- Winter Driving
- Preventing Backing Accidents
- Haz Mat
- Material Handling and Proper Lifting
- Forklift Certification

II. Customized Driver Meetings to Address Customer Concerns or Trends

III. DOT Reasonable Suspicion Training for Supervisors

IV. Mock DOT Audit

- A comprehensive review of a company's compliance with the DOT requirements

V. CDL Training (Fee based)

- Prepare, teach and train a new hire to pass state test for either a CDL A or a CDL B
- Train a driver to upgrade from a CDL B to a CDL A



Fleet owners may struggle with or may not be prepared for handling Compliance, Safety, Accountability (CSA) scores. CSA is the Federal Motor Carrier Safety Administration's (FMCSA) data-driven compliance and enforcement program designed to improve safety and prevent commercial motor vehicle crashes, injuries and fatalities. **High scores can add up in costly fines or even place your drivers and vehicles out of service**, effectively putting the brakes on your entire transportation operation.

When you lease your fleet through Aim, our safety department will be there to help you ensure your CSA scores remain low and that your vehicles and drivers remain compliant with ever-changing regulations.

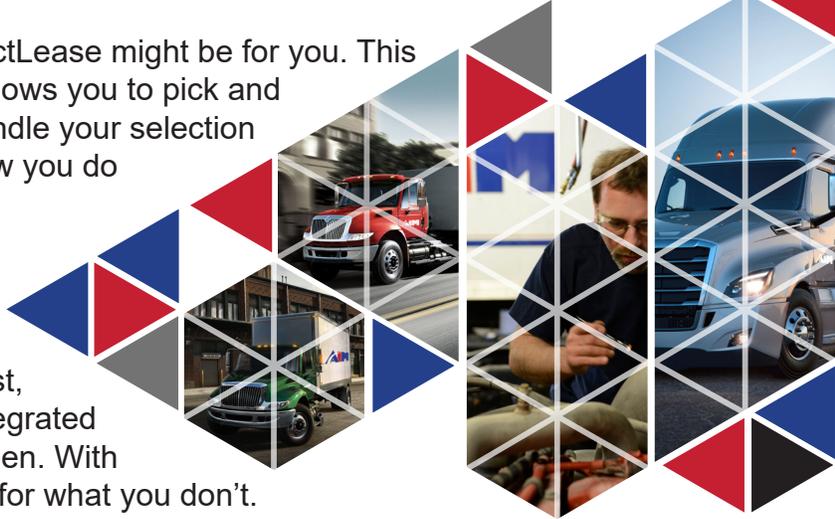


AIM SelectLease

Bundling our services to create a custom lease to meet your needs

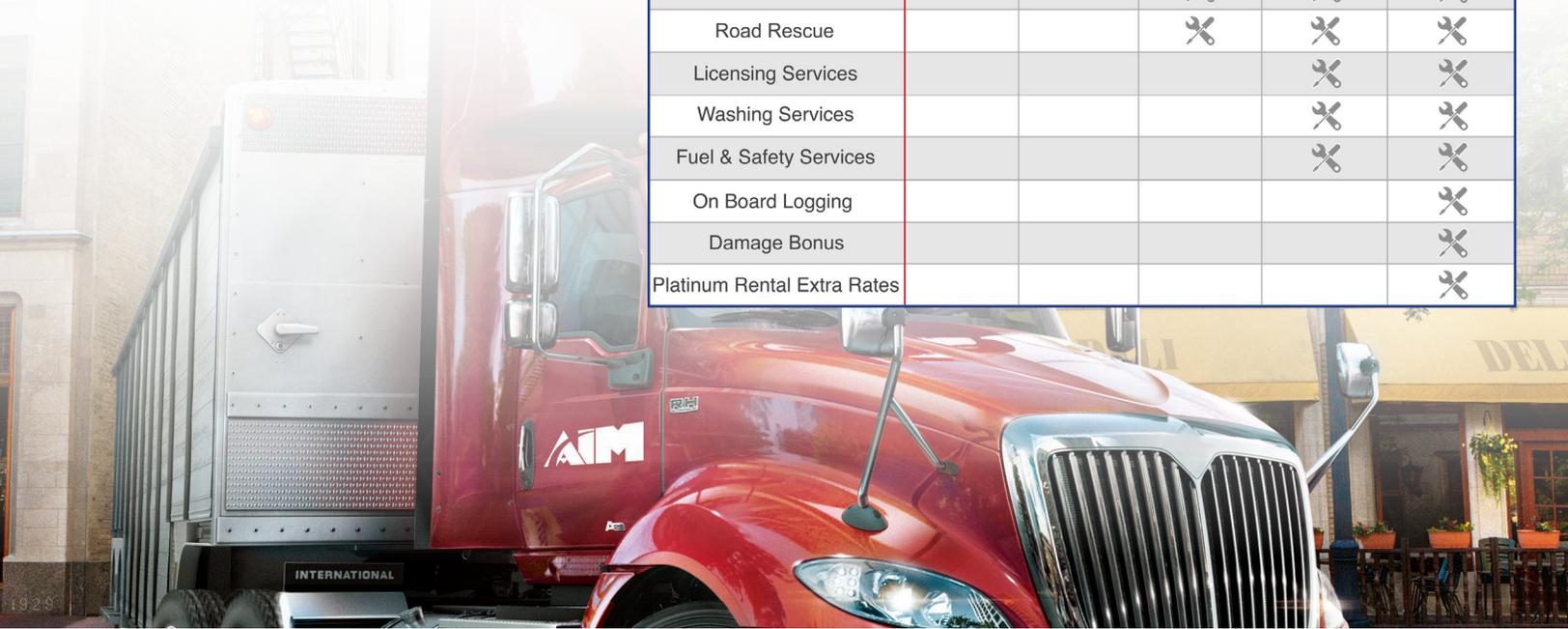
Not ready to commit to a full-service lease? SelectLease might be for you. This unique service provides a custom model that allows you to pick and choose from all of our offered services. You can bundle your selection into a customized lease package specifically for how you do business.

Although a Full-Service Lease is the premium transportation offering of Aim Leasing Co., we recognize that this offering isn't the perfect fit for every organization. Our service offerings are vast, ranging from basic preventative maintenance to integrated supply chain management, and everything in between. With SelectLease, you get what you need and don't pay for what you don't.



SELECT LEASE YOUR LEASE YOUR WAY

SelectLease Offerings	Bronze	Silver	Gold	Platinum	Platinum Plus
Personal Account Manager	✘	✘	✘	✘	✘
Financing	✘	✘	✘	✘	✘
PM Services		✘	✘	✘	✘
Full Service Maintenance		✘	✘	✘	✘
Substitutions			✘	✘	✘
Road Rescue			✘	✘	✘
Licensing Services				✘	✘
Washing Services				✘	✘
Fuel & Safety Services				✘	✘
On Board Logging					✘
Damage Bonus					✘
Platinum Rental Extra Rates					✘





Aim is a *one-stop solution* for your fleet challenges



Customers are evolving. You're evolving. And, luckily for you, so is Aim. In an ever-changing climate of specialized products, demands and services, Aim offers the innovation and flexibility to take your business where it needs to go.

While being one of the largest commercial vehicle leasing companies in the United States, Aim is small enough to offer the unique attention your business deserves.

So no matter what you do, what you're transporting or where you're taking it, we've been delivering reliable, cost-effective transportation solutions for over 50 years. That's why, from coast to coast, businesses transport with Aim.



Aim is a proud member of NationaLease, one of the largest full-service truck leasing organizations in North America. This means you get the combined strength and resources of more than 150 businesses acting as one to provide unparalleled services.

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