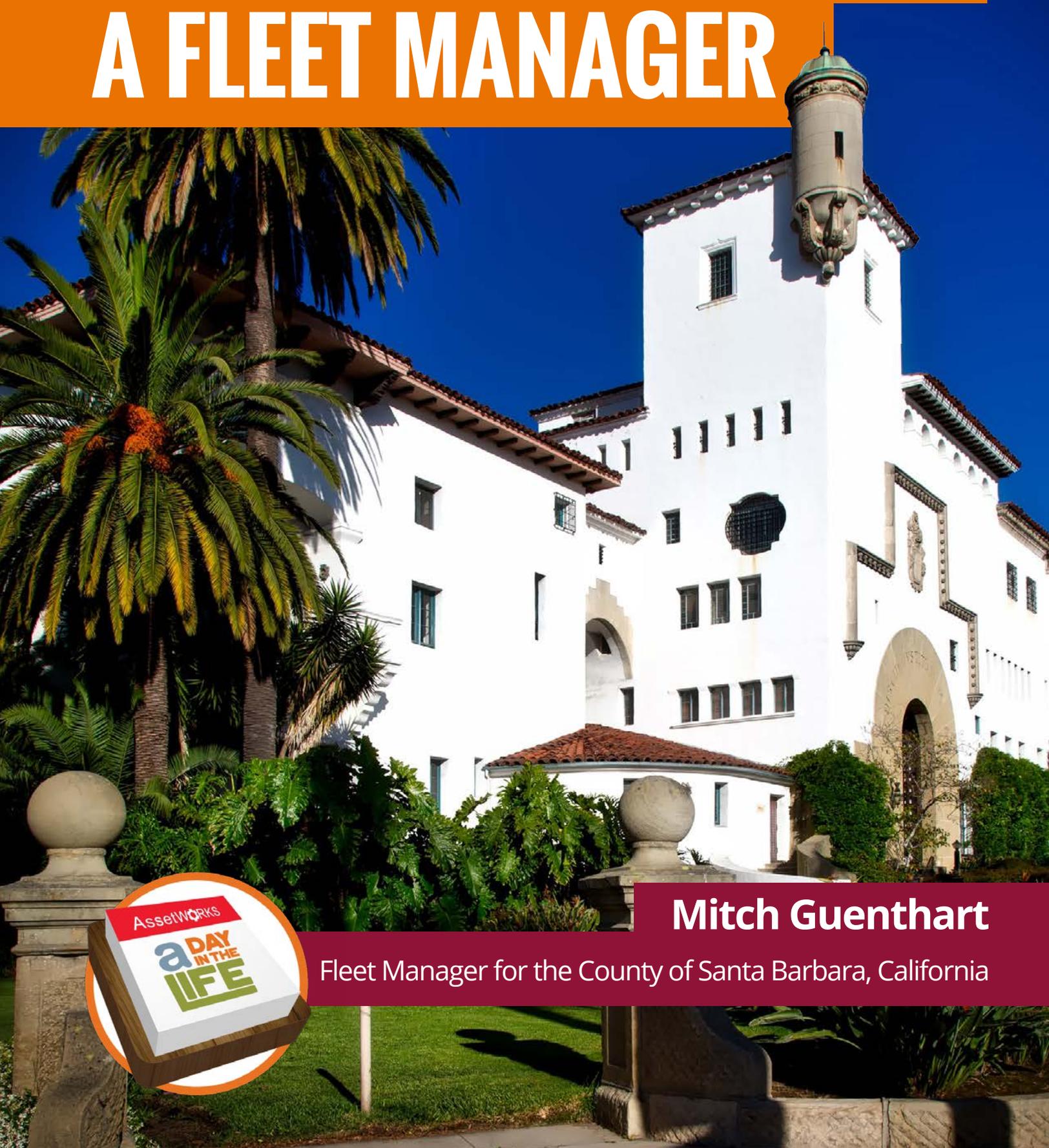


A DAY IN THE LIFE OF... A FLEET MANAGER



Mitch Guenthart

Fleet Manager for the County of Santa Barbara, California

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MEET MITCH GUENTHART, FLEET MANAGER FOR THE COUNTY OF SANTA BARBARA, CALIFORNIA.

Guenthart has worked in the fleet industry for 38 years, and has served in his current role at the County of Santa Barbara for 17 years.

After 38 years in the fleet industry, Guenthart understands the many complex tasks fleet managers are responsible to perform and manage.

Would you like to take a peek into Guenthart's typical day managing the County of Santa Barbara's fleet? You're in luck. Welcome to a Day in the Life of a Fleet Manager.

BEGINNING OF THE DAY

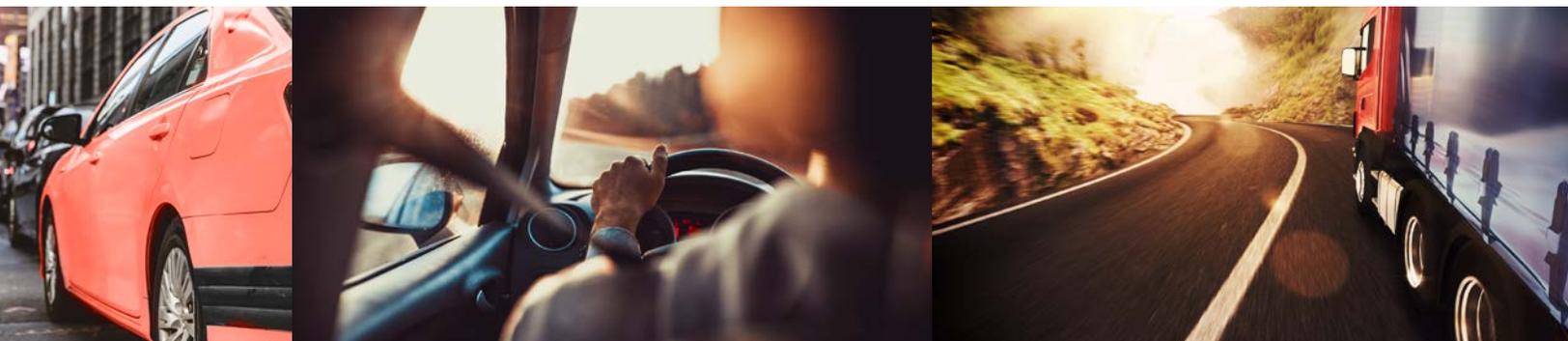
When Guenthart first arrives at the office, he checks his messages, and responds to any necessary emails or voicemails before moving on to his staff. He typically receives between 20 and 50 new emails and between 10 and 30 phone calls per day!

Guenthart likes to spend some time each morning briefing his staff, including assistant fleet managers and fleet analysts, on his expectations for the day's tasks and activities.

HIS COWORKERS

Guenthart only had the best things to say about his coworkers. In fact, he even said **staff selection** is one of his proudest accomplishments!

"Santa Barbara County is incredibly fortunate to have such a high quality workforce in the Vehicle Operations Division," said Guenthart, "Our team members are highly skilled, motivated, engaged and work extremely hard to keep the County's fleet running to serve our client departments."



A DAY IN THE LIFE OF... A FLEET MANAGER

FLEET MANAGEMENT CHALLENGES

No one is born a fleet industry professional. When Guenthart first entered the industry over 35 years ago, there were many aspects of the industry that he needed to learn, like budgeting, complex accounting, accident subrogation, civil service, organizing staff training and giving presentations.

When asked what aspect of his role as fleet manager would surprise people, Guenthart said, "The percentage of time fleet managers spend running the business aspects of fleet."

According to Guenthart, today's fleet managers rely heavily on their staff, assistant managers and shop supervisors to run the more technical aspects of fleet operations.

SUBSCRIPTIONS

Guenthart subscribes to many fleet-related publications, including:

- NAFA
- MEMA
- Government Fleet Magazine
- Fleet News

USING FLEET TECHNOLOGY TO ACCOMPLISH GOALS

In addition to his excellent staff, Guenthart lists many technological advancements as his proudest accomplishments as fleet manager, like:

- Converting the County's fuel station to AssetWorks FuelFocus fuel management system in a method that was seamless to customers
- Setting up the County's on-line reporting structure and fleet portals to provide full transparency
- The implementation of automated motor pool



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HOW ASSETWORKS SOFTWARE AFFECTS A TYPICAL DAY

Without AssetWorks software, Guenthart couldn't run his fleet in an effective manner.

"You find out how critical your fleet management software is the first time your organization has a network outage," said Guenthart.

The County of Santa Barbara's entire fleet operations is dependent on AssetWorks FleetFocus fleet management software system and connecting software products, including:

- Work order management
- Preventive maintenance (PM) management
- Internal fuel management
- External fuel management
- Vehicle accident tracking
- Asset management
- Parts management
- Labor management
- Automated motor pool
- Fleet billing
- Replacement vehicle accounting

All of these aspects of the County's fleet operations are controlled by the FleetFocus database, FuelFocus, MaxQueue and InfoCenter.

END OF THE DAY

Before leaving for the day, Guenthart makes sure to respond to all necessary emails and phone calls and check his schedule for the next day.

UNWINDING AFTER A LONG DAY

After a long day in the office, Guenthart likes to unwind by riding his motorcycle, enjoying some Pacifico beer and taking his German Shepherds on hikes.



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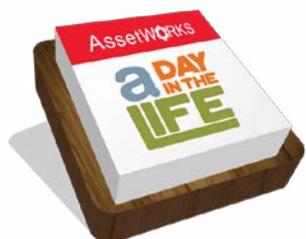
THE FUTURE OF FLEET

After 38 years in the fleet industry, Guenthart sees major changes for the industry within the next ten years.

“One big challenge I anticipate for government fleets in the future is the challenge to remain competitive with outside industries. Staying competitive in government is becoming more and more difficult with rising labor, benefit and retirement costs.”

But the future of fleet doesn't look bleak; in fact, Guenthart sees some interesting and exciting challenges ahead for his industry, especially with the addition of autonomous vehicles to fleets around the world.

WITH HIS **OPENNESS** TO NEW TECHNOLOGIES AND **ZEAL** FOR HIS TEAM'S SUCCESS, GUENTHART REMAINS **A HIGHLY INFLUENTIAL FIGURE** IN THE FLEET INDUSTRY.



Asset**WORKS**