



Case Study: Broan-NuTone

Providing Complete Fleet Strategies
for a Global Leader in Indoor Air Quality



We listen to Broan-NuTone's challenges and are always coming up with dynamic strategies to help them.

Challenge

[Broan-NuTone](#) is the global leader in providing residential ventilation products and indoor air quality solutions to customers in seven countries around the world.

Headquartered in Wisconsin, Broan-NuTone relies on fleet vehicles to service clients throughout the United States. When the response times they were receiving from their previous fleet management company began to slow, the company decided it was time for a change. They needed a vendor who would provide quicker response times, accurate feedback, and contribute valuable fleet management information for their business.

In 2003, the time was right for them to switch to Ewald Fleet Solutions. We listened to their challenges and have been coming up with dynamic strategies to help them meet their goals ever since.



Strategy

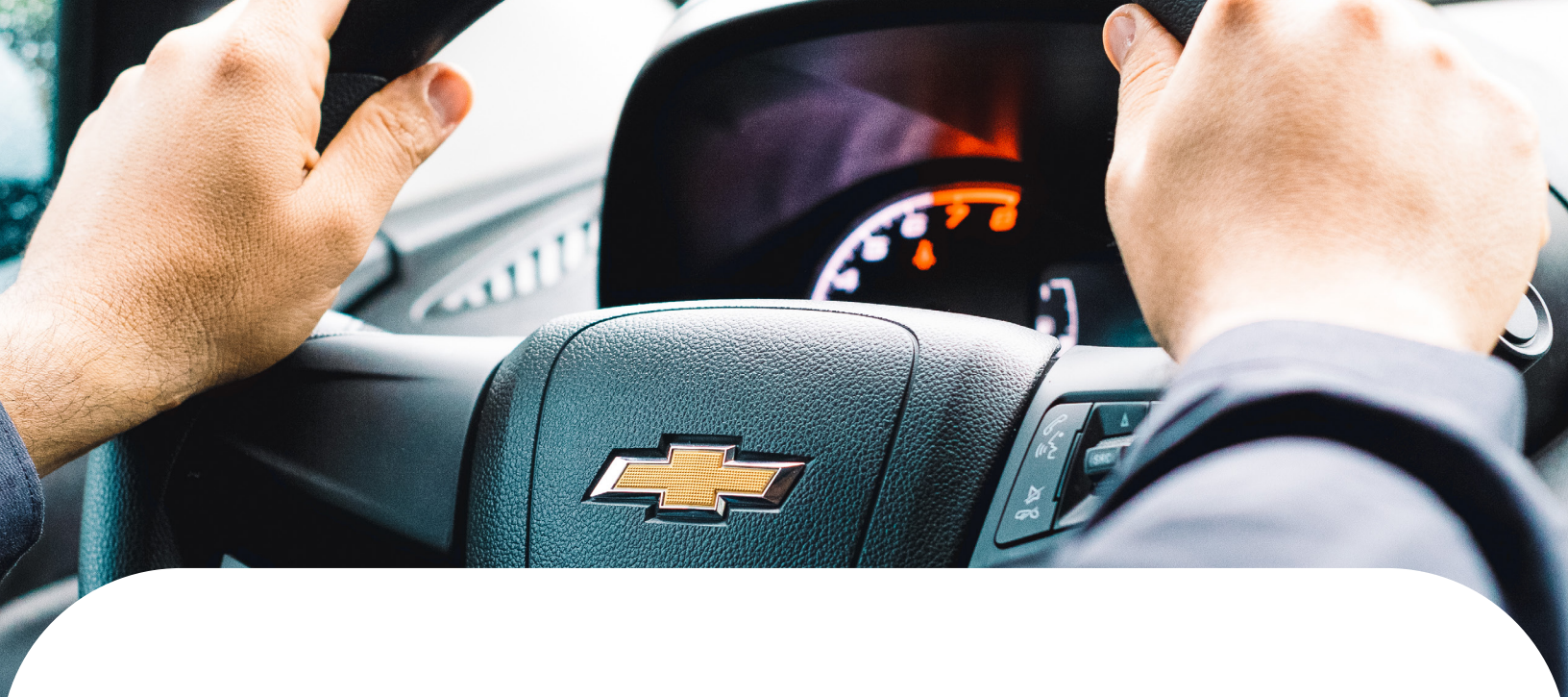
Once a month, we visit Broan-NuTone's headquarters for strategy sessions which cover a variety of initiatives—whether it's looking to the future to anticipate upcoming vehicle replacement needs, reviewing their maintenance expenses, or examining ways to optimize fuel use.



Ewald Account Executive, Jeremy Kritzer, explains that, *"We'll also have discussions on what's going on in the marketplace. For example, we may recommend early-term remarketing for some vehicles to take advantage of current market conditions—selling current vehicles at a premium price and replacing them with new ones, which has a real impact on total cost of ownership."*

Key Services Provided:

1. Vehicle leasing
2. Fuel, maintenance, and repair management
3. Title and registration management
4. Accident management
5. Personal mileage reporting



For every vehicle model year, we also provide Broan-NuTone with a vehicle selector list. During our monthly meetings, we might decide to amend that list, if for example, through research and analysis, we've come up with a better suited vehicle because a manufacturer has a new product on the market for the following year. We also assist with making sure they have the right cost structure in place.

"Our selector list allows employees to choose their vehicles and options depending on their stature within the organization, for example, interior and exterior color, and specific types of vehicles that fit within their level," explains Kritzer.

Our goal is to ensure Broan-NuTone's fleet is always operating as cost-effectively and efficiently as possible, while taking the day-to-day concerns of fleet management off of their plate.

Brenda Klink, Executive Assistant at Broan-NuTone, says that she looks at Ewald *"as not just a service, but also a coaching partner. That experience is really critical because I haven't managed a fleet before. I know nothing about it, and I have no interest in it. So I really appreciate the fact that they make the extra effort to come and sit with me and teach me about why we're doing certain things."*

Our goal is to ensure the Broan-NuTone fleet is always operating as cost-effectively and efficiently as possible.



Showcase #1

Significantly Reducing Costs

Our approach to optimizing the total cost of ownership of Broan-NuTone's vehicles over their lifetime has resulted in significant cost savings for the company. It helps them be more profitable and cost-competitive in the process.

Klink explains that, *"Ewald has investigated which vehicles save us money. They've also helped us look at the different options and how vehicles perform historically. So, we've seen cost savings there. They have also assisted us with moving to alternative manufacturers which has provided us additional incentive programs."*

"Ewald has definitely saved us thousands of dollars per year."

*Brenda Klink,
Executive Assistant at Broan-NuTone*



Showcase #2

Streamlining Fuel Purchases and Reporting

Our fuel card program makes it easy for Broan-NuTone's fleet drivers to quickly and easily locate a fuel vendor and pay for fuel. The card is accepted at over 98% of stations across America.

The program allows Broan-NuTone's management team to track and monitor fuel purchases, helping to reduce instances of non-fuel purchases, unnecessary premium fuel usage, and overfilling of tank capacity (fuel fraud).

"It gives us a dashboard to see how much fuel we're using, the fuel mileage, and an array of different reports that I can look at with our finance department." says Klink.

"Ewald has given us the tools to be able to make the program work for both the users and for those evaluating it."

Showcase #3

Providing Quick, Responsive Service

At Ewald, we pride ourselves on our top-notch customer service and quick response times. We know our clients are busy, and they rely on a functioning fleet to keep operating. So we're here to give them the answers they need, when they need them.

Klink says that, *"Ewald has a great support staff. So any question you have, anything that comes up, you ask one of their team support members, they get back to you in a timely manner."*

"You always know that somebody is going to see it, take care of it, and you get a response within the hour."



"I would highly recommend Ewald to anyone who asks me about a fleet company, just because they really go above and beyond. They explain things in simple terms and it doesn't seem like a sales pitch—they just truly want to help you find a solution for your business."

Their support staff is amazing, they just do a really awesome job. I'm never fearful that they won't get back to me and they just help you with anything. If they don't know the immediate answer, they'll find it."

- Brenda Klink, Executive Assistant at Broan-NuTone



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*The Road Ahead
Just Got **Easier***

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