

United Coin Strengthens Their #1 Slot Route Status

Client's Situational Analysis

In the competitive Las Vegas market of slot route operation, United Coin was struggling with the many complexities of a self-managed fleet such as:

- Maintenance problems that affected response times to service and jackpot calls
- Inconsistent purchase costs from local dealers
- High-cost maintenance of operating older vehicles
- Safety issues associated with older vehicles

Key Strategic Client Objectives

United Coin wanted to rid itself of fleet vehicle difficulties by partnering with a professional fleet management company that would:

- Reduce expenses by shifting to a managed operating lease program that removed fleet vehicles from capital budget
- Reduce liability exposure while increasing the safety of the company and its employees
- Increase employee retention, morale and new recruitment through a well-managed company car policy
- Improve company image and overall efficiency with newer, better-suited vehicles

Plan Delivered To Achieve Desired Strategy

United Coin partnered with Enterprise Fleet Management to create a specialized plan that would address its specific needs.

- Within the first year United Coin replaced 25% of its fleet and 100% of its older vehicles within three years
- Gained access to manufacturer assistance funds by pre-planning the incremental replacement of old fleet vehicles
- Implemented a fixed monthly budget including a full maintenance program that covered vehicles up to 90,000 miles
- Delivered new vehicles to and from an up-fitting center to enhance security and safety benefits for employees
- Provided clear communication and marketing to employees regarding the exciting new fleet policy



Client Background

Location:	Las Vegas, NV
Industry:	Gaming
Services:	Slot Route Operator
Years In Service:	1955
Fleet Size:	100 vehicles

Key Results

- **Cut vehicle maintenance expense in half**
- **Service call and jackpot response time decreased hitting goals of 30 minutes and 60 minutes respectively due to reliable vehicles**
- **Employee retention has increased by 15% since implementing program**
- **Saw employee moral increase when vehicle program was implemented and fresh vehicles arrived, management received thank you notes upon vehicle delivery**
- **Increased sense of ownership among drivers of the vehicles**
- **Overall company image coincides with United**
- **Coin being the #1 slot route operator in the state**



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Client Testimonial



Since partnering with Enterprise Fleet Management in 2005, United Coin has leased over 80 vehicles for our program. The program was specifically structured to reduce employee downtime and safety issues unique to our industry, while helping us reduce our operating expenses, improve call response times, and maintain an attractive company image coinciding with our industry leading position.

Enterprise's management of the fleet, full maintenance program, and vehicle disposal has freed us up to run our day to day operations. The maintenance program provides a convenient program of local repair facility choices allowing us to use who we choose while providing the expertise of Enterprise's ASE Certified technicians. The maintenance program does all that while providing a fixed monthly expense eliminating the risk of a large repair. The fact that Account Manager Nate Merz and his team are local is crucial. Nate is always overseeing our fleet and consistently making recommendations to improve our fleet situation, and in turn our company's overall situation.

Scott Ferguson
VP of Operations
United Coin Machine Company

Additional Enterprise Fleet Management Benefits

A dedication to customer service unsurpassed in the vehicle management industry.

Local locations nationwide – hometown people, hometown service.

You will be able to leverage our scale – with more than 1M vehicles owned and managed by all the divisions of Enterprise.

You get the best value for your used vehicles – due to 800 Enterprise remarketing experts selling more than 650,000 vehicles per year.

Specialized in managing mid-sized fleets of vehicles.

Full suite of products and services – including a budgeted maintenance program and insurance.

Integrated transportation solutions provided via our short-term rental, truck and fleet management groups.

We help you save money and improve cash flow when you tap into our line of credit for your fleet vehicle needs.

