

News Release



FOR IMMEDIATE RELEASE

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RK Dixon purchases 41 vehicles to establish corporate fleet as part of its Operation Green program

Fuel-efficient fleet will save an estimated 13,652 gallons of fuel over 12 months

Davenport, Iowa. (Feb. 2, 2011) – RK Dixon, a leading provider of copiers, printers, IT solutions, managed print services and pure drinking water systems, announced today that it has established a corporate vehicle fleet to be used by employees in its seven locations across Iowa and Illinois.

By purchasing 41 fuel-efficient vehicles for its fleet, RK Dixon is joining the growing number of corporations across America that are using corporate fleets to help reduce carbon footprints and improve the number of miles per gallon vehicles receive. According to a 2010 [survey](#) by NAFA Fleet Management Association, the number of corporate fleets with sustainability initiatives soared from 64.5 percent to 76.6 percent in the previous 12 months.

The creation of the corporate fleet is part of RK Dixon’s “Operation Green,” which was launched in 2007 to help the company and employees examine how their behaviors impact the environment and what they can do to reduce their carbon footprint.

By using a corporate fleet RK Dixon expects to save an estimated 13,652 gallons of fuel on an annual basis. This is based on the company’s annual mileage, a 25 MPG fuel usage and its fuel reimbursement rate.

“We’re extremely excited to finally be able to offer this fleet of vehicles to our employees,” said Bryan Dixon, president of RK Dixon. “We are confident this will deliver substantial benefits, both in terms of environmental sustainability and the logistics of servicing our client base across Illinois and Iowa.”

The fleet consists of 38 flex-fuel Chevrolet HHRs, which boast a highway fuel economy of 32 miles per gallon, and three Nissan Versas, which average 34 miles per gallon on the highway. All vehicles will be wrapped and branded with RK Dixon logos and visuals.

In addition to the fuel savings, the “greening” of corporate vehicle fleets results in additional environmental impacts. Because fleets tend to turn over quickly, there is an

opportunity to move a substantial number of cleaner-technology cars onto the road through the used car market, spreading the benefits of fuel-efficient, low-emission vehicles even more widely.

For more information, please contact Sue Hill, VP of Marketing for RK Dixon at 877.RK.DIXON (877.753.4966)

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RK Dixon streamlines operations and reduces document costs for small to large offices. It provides a broad range of products and services for virtually every critical office application, from copying systems by Canon and Lanier, to integrated computer networks by Microsoft® Gold Certified technicians. This 28-year-old company retains a highly-trained and tenured staff and provides its customers with products boasting over 99 percent uptime. RK Dixon serves 80 counties in Iowa, Illinois and Wisconsin, with office locations in Cedar Rapids and Davenport, Iowa, and Bloomington, Champaign, Peoria, Rockford and Springfield, Ill. For more information, visit www.rkdixon.com or call 877.RK.DIXON (877.753.4966).

Optional paid announcement

If the above news release is not picked up, we suggest you submit a paid announcement where possible. Since these are billed on a per word basis, we recommend that the announcement is on the shorter side.

RK Dixon purchases 37 vehicles to establish corporate fleet as part of its Operation Green program

RK Dixon, a leading provider of copiers, printers, IT solutions, managed print services and pure drinking water systems, announced today that it has established a corporate vehicle fleet to be used by employees in its seven locations across Iowa and Illinois.

The creation of the corporate fleet is part of RK Dixon's "Operation Green," which was launched in 2007 to help the company and employees examine how their behaviors impact the environment and what they can do to reduce their carbon footprint.

By purchasing 37 fuel-efficient vehicles for its fleet, RK Dixon expects to save an estimated 13,652 gallons of fuel on an annual basis.

"We're extremely excited to finally be able to offer this fleet of vehicles to our employees," said Bryan Dixon, president of RK Dixon. "We are confident this will deliver substantial benefits, both in terms of environmental sustainability and the logistics of servicing our client base across Illinois and Iowa."