



CK MARKETING & COMMUNICATIONS

FLEET RESEARCH CAPABILITIES

If your business could benefit from hearing the opinions of commercial fleet operators as you develop business plans, new product or service introductions and/or new field organizations, we may be able to help.

CK Marketing & Communications has a long-term relationship with a panel of commercial fleet decision makers representing small, medium and large for-hire and private operations. They respond quickly and comprehensively to our surveys. Their willingness to offer **more** than yes/no or multiple-choice answers will give you the type of insight you might expect from (40 to 50) face to face conversations that are hard to organize, expensive and are time-consuming.

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