

## CKCVR 2010 Trailer Study

Data collected from (60) small, medium and large for-hire, private and government fleets operating a total of 159,000 trailers.

Data collected between June 16 and June 23, 2010

The 2010 Trailer Study 23-page report includes charts, analysis and verbatim quotes from fleet executives covering the following subjects:

### **Trailer Fleet Size, Trailer Purchase Plans and Future Demand:**

- Has number of trailers changed in last 2 years*
- Planned trailer purchases for balance of 2010*
- Any change in trailer demand dynamics supplemental to changes in freight demand*

### **Trailer Purchasing and Specifying**

- Most important factors in choosing trailer and component brands*
- Which components are specified by brand*
- Preferred trailer design elements*

### **New and Add-On Technologies**

- Perceived value of 12 different trailer technologies*
- Plans for adding new technologies to trailers*
- Brake choice for trailers*
- Factors considered when deciding to add new technologies to trailers*

### **Requested Trailer Solutions**

- What trailer deficiencies would fleets like a solution for?*

The information you'll find in our fleet studies is really invaluable to manufacturers and suppliers of medium and heavy duty equipment and components. We collect un-biased opinions directly from those in the industry who make the decisions about vehicle purchases - which we can then pass on to you, unfiltered, with additional analysis based on our regular contact with fleet managers. The CKCVR fleet studies are delivered in PDF format so you can share the report with your field representatives and others responsible in your company for customer, product & business development and sales forecasting. We're certain the value you receive will be well worth the cost. But, if you find that the information is not useful, we'll refund the full cost to you.

### **Cost for 2010 Trailer Study**

- \$395.00
- \$300.00 for Fleet Sentiment Report subscribers

If you would like to order the 2010 Trailer Report go to <http://www.ckcvr.com/trailerstudyorderform.html> If you have any questions about the contents, please contact me via e-mail at [chris@ckcvr.com](mailto:chris@ckcvr.com) or phone 614-459-9369

Best regards,  
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