

## CKCVR 2011 Annual Fleet Study

The 2011 Annual Fleet Study is now available with information collected in November from our Fleet Advisory Panel. The input comes directly from a diverse group of fleet managers from for-hire, private and government fleets. Some of the fleets we talk to are not covered by anyone else but we also hear from many of the fleets you are most interested in. We deliver the kind of in-depth information that you might collect if you had the time and the resources to conduct fifty or more interviews with fleet decision makers. You'll get much more than just numbers from our reports.

In the 2011 report:

The 2011 30-page Annual Fleet Report is filled with data and comments directly from the fleets that buy, specify and maintain equipment. There is no better source of information to give you insight into fleet plans and current operating environment. Sixty-four fleet managers responsible for 101,959 Class 8 vehicles and 70,208 Medium Duty Vehicles (that's an average of more than 2000 per respondent) responded to our request for information. Questionnaires were completed between November 15 and November 22.

### 2012 Planned Power Unit Purchases

- Class 8 and Medium Duty – what percentage of fleets are buying and expected size of orders
- Planned purchases year over year comparison
- Preferred brand and why
- Delivery timing
- Added capacity or replacement only
- Factors that may change order volumes
- Possible used truck purchases
- How is purchasing process initiated for new equipment; how are numbers, brands, specifications determined

### Engine Choices

- Preferred engine brand for 2012 purchases
- Are fleets adopting 13 liter engines; what do they think

### Specification Changes and New Technologies

- What will be different or new on 2012 purchased equipment
- What benefits are expected from these changes
- Most important factors considered when adding new technology – and how fleets spec to meet those requirements

### Maintenance Practices

- Percent done in-house currently; with comparison to last year's report
- Changes over past two years
- Expected changes to maintenance source in next two years
- How new CSA regulations affect maintenance practices
- Changes in maintenance costs and where replacement parts are purchased

### Other Issues

- Have electronic newsletters replaced, in any way, print publications for fleets
- Sources of information – which are used the most by fleets
- Biggest challenges facing our Fleet Advisors in 2012

CKCVR Fleet Studies are delivered in PDF format within 24 hours of your order. You can easily share the reports with others in your organization. Our studies are well respected as a window into the organizations that actually purchase equipment. We deliver unique information. We're certain the value you receive will be well worth the cost. But, if you find the information is not useful, we'll refund the full cost to you.

To order the 2011 Annual Fleet Study, go to [www.ckcvr.com/fleetstudyorderform.html](http://www.ckcvr.com/fleetstudyorderform.html). Cost for current Fleet Sentiment Subscribers ([www.ckcvr.com/fleetsentiment](http://www.ckcvr.com/fleetsentiment)) is \$695.00. For non-subscribers the cost is \$995.00. If you have any questions about the 2011 Annual Fleet Study including descriptions of the report participants, please send an e-mail to [chris@ckcvr.com](mailto:chris@ckcvr.com).