

## CKCVR 2011 Trailer Study

Data collected from (50) small, medium and large for-hire, private and government fleets operating a total of 129,000 trailers. Data collected August 17 – 25, 2011. The 2011 Trailer Study 25-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 or age of trailers changed in last 2 years*
- Planned trailer purchases for balance of 2011 and 2012 and how 2012 compares to 2011 – number, type and brand*
- Any change in trailer demand dynamics supplemental to changes in freight demand that changes overall trailer buying plans for next (2) years.*
- Average age of trailers, by type and fleet operating them*

### **Trailer Purchasing and Specifying**

- Most important factors in choosing trailer and component brands*
- Which components are specified by brand*
- What fleets are most likely to spec components by brand*
- Preferred trailer design elements*

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

- Considerations when choosing to add new technology.*
- ROI calculations for adding new technology – listed by specific fleet*
- Plans for adding new technologies to trailers*

### **Sources of Information**

- What are most influential sources fleets use to gather information regarding trailer and component purchases*
- Effective advertising*

### **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 2011 Trailer Study**

- \$695.00
- \$495.00 for Fleet Sentiment Report subscribers

If you would like to order the 2011 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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