

CKCVR 2008 Fleet Study

During October and November 2008 CK Commercial Vehicle Research conducted a study with 73 fleet managers from a variety of for-hire, private and government concerns. The number of power units represented by this group totaled 70,000+ with an average fleet size (medium/heavy duty power and trailers) of 1300+ pieces of equipment. We gathered information about their current medium/heavy duty vehicle usage, maintenance practices, replacement part purchases, preferred new technology, expected vehicle purchases for 2009, and suggestions for how suppliers can meet their needs. In addition to a comprehensive analysis of the data, there are many, many verbatim responses included which will give you a full understanding of how fleet operators think - just like sitting across the table from them.

Our 2008 Fleet Study includes:

Vehicle information for power and trailer:

- Number owned, leased and contracted to Owner Operators - plus any expected changes*
- Average age*
- Average age or accumulated miles at trade*
- Average annual miles*

Maintenance:

- Where is maintenance performed and what is typically done in-house vs. out sourced. Are there expected changes?*
- Requirements of an outside maintenance source*
- How important are certain criteria when making the decision on where maintenance should be performed?*
- Top maintenance costs for fleets - have they changed?*

Replacement Parts:

- Where are particular component categories (25 separate categories) purchased when required for replacement?*
- For these same component categories - how important is it that the original equipment brand is maintained when it needs to be replaced?*
- When are "aftermarket" brands chosen*
- End user opinion on will-fit, private label and other non-OE brands*
- Are counterfeit parts a concern to the end user?*

New Technology

- Why new technology is added - what drives the decision?*
- What are the most popular new technologies that are likely to be added in the next (5) years*

The Future

- Most significant issues facing vehicle operators*
- Likely equipment purchasing plans for 2009 and whether end users are satisfied with 2010 engine offerings.*

Suppliers

- What do good suppliers do right and what do bad suppliers do wrong. Opinions are given for both part distributors and component/vehicle manufacturers.*

The information you'll find in the CKCVR 2008 Fleet Study is really invaluable to parts and service suppliers to medium and heavy duty equipment operators. We collect un-biased opinions which we can then pass on to you, unfiltered, with additional analysis based on our regular contact with fleet managers. The CKCVR 2008 Fleet Study will be delivered in PDF format so that you can share the report with your field representatives and others responsible in your company for customer, product and business development. We're certain the value you receive from the CKCVR 2008 Fleet Study will be well worth the cost. But, if you find that the information is not useful, we'll refund the full cost to you.

To order the CKCVR 2008 Fleet Study, go to www.ckcvr.com/fleetstudyorderform.html. If you have any questions about the report or the order form, please send an e-mail to chris@ckcvr.com.