



# Your competitive advantage is now your competitors' advantage



## For years, larger commercial fleets have held a consistent competitive edge over smaller fleets.

The sheer size, purchasing power and resulting economies of scale have meant larger fleets have been able to buy new trucks more often. With lower maintenance costs and more fuel-efficient vehicles, they've been able to pass on cost-per-mile savings to their customers—a cost advantage most smaller fleets could not match.

### Until now.

Over the last decade, a different story has begun to emerge, including shifts in competition and capabilities.

## Big growth isn't coming from the big fleets

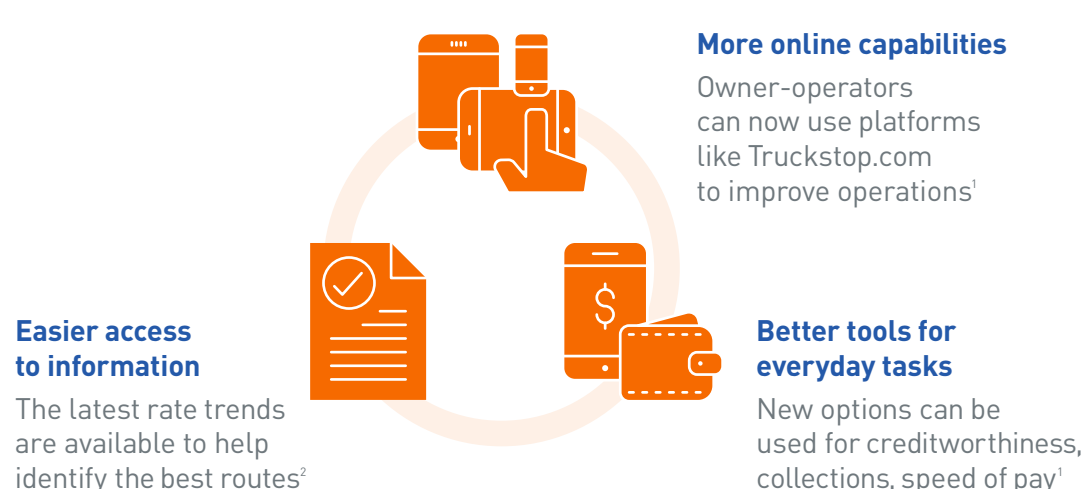
Smaller fleets, medium-sized fleets and independent owner-operators have quickly and significantly increased their numbers over the last decade.



All fleet and registered carrier counts are approximate.

## Drivers are heading in the direction of smaller fleets

Between 2012 and 2018  
**535k** new drivers joined the commercial fleet industry<sup>2</sup>



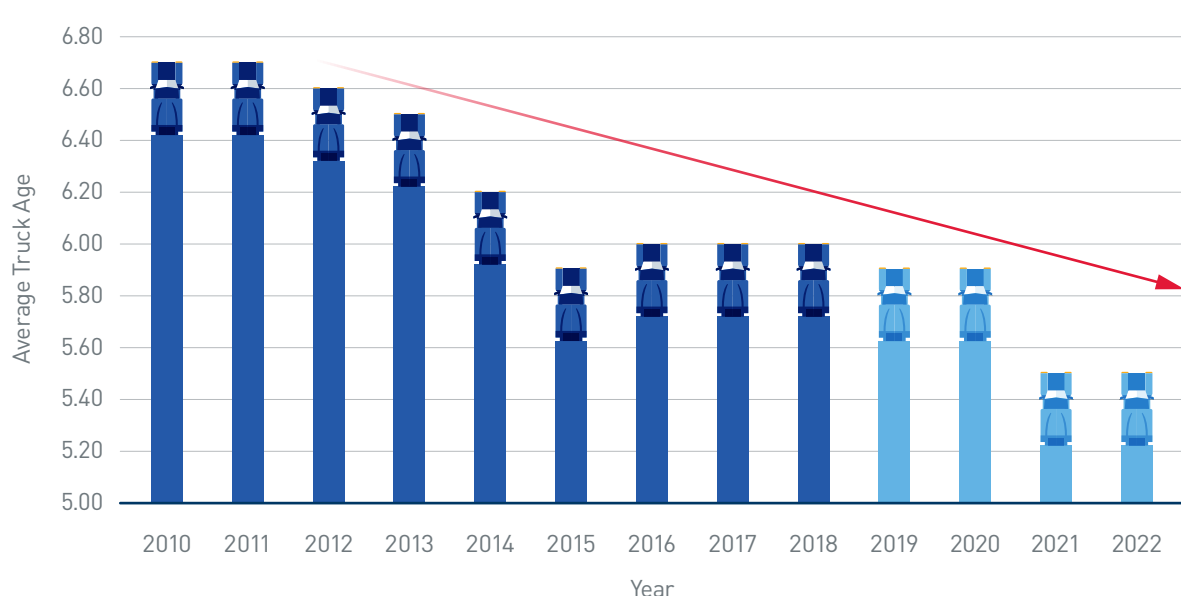
## Smaller fleets now have big fleet tools

Small and medium-sized commercial fleets now have access to mile- and cost-saving tools which were previously available exclusively to large commercial fleets.

## The increased competition isn't slowing down

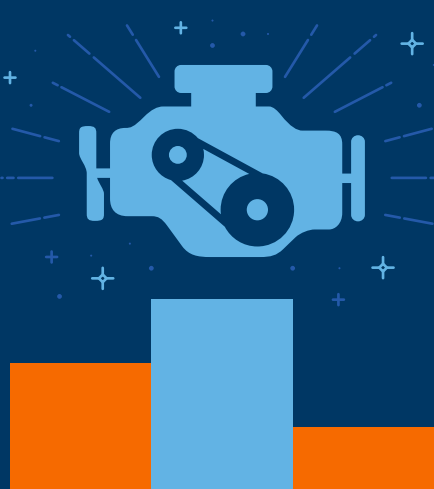
The numbers show new trucks are being purchased more and more by commercial fleets of all sizes, and that trend of increased competition is going to continue.

### The active Class 8 population is getting younger<sup>3</sup>



## You need a new advantage for a new era

More than ever, larger fleets need to find new ways to gain back their competitive advantage over smaller fleets.



This means finding a **better way** to maximize engine performance, fuel efficiency and uptime to get the true full potential out of your newly purchased vehicles.

It starts with taking a closer look at the engine oil and maintenance practices your engines run on.

### Is your fleet losing its competitive edge?

SEE HOW TO STOP IT >