

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.

2012

VERY SMALL FLEETS with fewer than 7 trucks1

SMALL FLEETS

with 7-19 trucks1

OWNER-OPERATOR FLEETS

REGISTERED CARRIERS

REGISTERED CARRIERS

INCREASE

INCREASE

2018

REGISTERED CARRIERS

REGISTERED CARRIERS

All fleet and registered carrier counts are approximate.

Drivers are heading in the direction of smaller fleets

Between 2012 and 2018

new drivers joined the commercial fleet industry

joined fleets with fewer than 100 trucks¹

joined fleets with fewer than 20 trucks1

joined fleets with more than 500 power units¹





More online capabilities Owner-operators

can now use platforms like Truckstop.com to improve operations¹

Better tools for everyday tasks

New options can be used for creditworthiness, collections, speed of pay1

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

Easier access

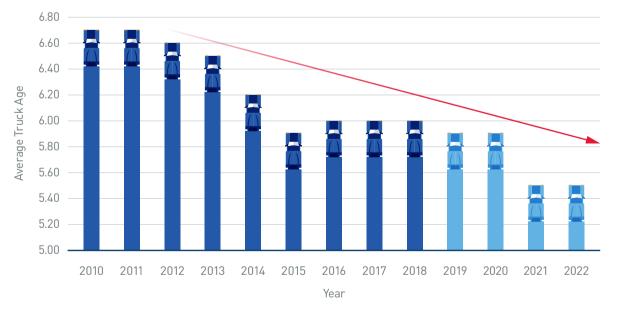
to information

are available to help

identify the best routes2

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 younger³



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 <u>a better way</u> to maximize engine performance, fuel efficiency and uptime to get the true full potential out of your newly purchased vehicles.

and maintenance practices your engines run on.

It starts with taking a closer look at the engine oil

Is your fleet losing its competitive edge?

SEE HOW TO STOP IT >