



2024 UTA Conference
Booth #217



INSIDE COMMERCIAL TRUCK TRADER:
Insights & Highlights for UTA Attendees

Meet Charles Bowles

2024 UTA CONVENTION EMCEE & PANELIST



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As Commercial Truck Trader's Director of OEM & Partner Sales and an active member of the UTA since 2007, Charles Bowles is a champion of the value that UTA membership delivers in impacting professional development and creating opportunities to engage and learn from colleagues in the industry. Over the years, Charles has had the honor to present at a number of UTA training seminars and virtual sessions - as well as serving as one of the UTA Convention emcees in 2021. This year, Charles is excited to be your 2024 UTA Convention emcee and a panelist participant at the Retail Marketing Panel Program!

With over 30 years of sales and marketing experience in the commercial vehicle industry, Charles has built a reputation as a respected subject matter expert in the truck industry and a leader in innovative partnerships and his insights are regularly quoted in top trade publications. As a frequent national presenter and panelist at major industry events, including the NTEA Executive Leadership Summits, he has shared his expertise on topics ranging from digital lead generation to strategic alliances.

Charles' career has been marked by developing C-suite relationships with the largest global companies, driving disruptive marketplace initiatives, and jump-starting revenue and market share for OEMs and dealerships. Additionally, he has trained OEM reps and executive managers across various platforms. Charles is a true believer in the power of data as a tool to grow share and margin and he is committed to continuing to drive growth and innovation in the commercial vehicle industry.

Come visit Charles and
our other Commercial
Truck Trader experts in
Booth #217



Shalynn Simmons
General Manager of
Commercial Truck Trader



Michael Montana
National Sales Manager



Patrick Sullivan
Sales Executive



Tracey Brisbin
Enterprise Account Manager



Amanda Griner
Marketing Event Coordinator



Lacey Hadden
Marketing Strategist

How to Implement AI-Powered Analytics to Fine-Tune Fleet Operations

Those adopting analytics place themselves into the next era of fleet innovation and competitive advantage.



Fleets are undergoing electrification and digital transformation to make safety, quality of life, and efficiency even higher priorities for commercial drivers. AI-powered analytics delivers all of the above, so how do you begin

implementing it into operations to reap the rewards? Those adopting analytics place themselves into the next era of fleet innovation and competitive advantage. Commercial Truck Trader is showing how you can implement this technology for its greatest potential with your commercial vehicle fleet.

Understand Potential

Knowing how AI benefits fleets is the first step in designing an implementation strategy that matters. These algorithms learn company-specific behaviors, trends, and practices over time to assist with decision-making and market understanding. AI will target specific operations after management rolls it out, such as:

- Reviewing traffic patterns and outlining route optimization
- Issuing predictive and preventive maintenance alerts
- Overseeing and logging unplanned downtime
- Monitoring driving behaviors and verifying safety protocols
- Allocating resources and performing asset management
- Optimizing and balancing loads
- Executing dynamic pricing based on market insights
- Cataloging and tracking inventory
- Collect and Integrate Data

Fleet managers must install devices to gather the information they require for their objectives. For example, if the goal is to reduce carbon emissions, harvesting fuel expenditure with sensors is a priority. The data must transfer to reliable, secure databases or cloud infrastructure for analysis. Consistent, clarified metadata in easy-to-view formats are essential for creating a long-term analytics strategy. Otherwise, the numbers have no context and cannot explain the path to process improvements.

Telematics and IoT sensors are the most notable and top-performing data sourcing methods for weaving with AI. Many collection methods sync with even more tech assets, like cameras, LIDAR, surveys, and GPS tracking.

Implement Analytics Into Operations

Fleet managers will need to convey the goals of AI-powered analytics to drivers because it may cause their performance

to shift. Awareness will deliver genuine numbers that meet KPIs. Are drivers trying to determine the most common diagnostic trouble codes or measure idling time? This could inform everything from employee performance reviews to scheduling preventive maintenance and inspections.

Successful implementation also requires training to alert drivers to the tools' capabilities for proper usage and maintenance. With over 2 million vacancies in construction and related industries expected in the coming years, countless companies will need to prime fresh staff for the workflows of tomorrow.

Build Predictive Models

Predictive models are critical for understanding what fleets need to transport. Algorithms compare historical data with current performance and market insights. Synthesizing these data stores yields accurate load and route optimization. It can determine the timeliness of a driver with similar cargo weights for specific clients, picking the most appropriate person for the job's success.

Consider a business that frequently takes longer to travel to inventory drop-off points than scheduled. Integrated AI pinpoints the drivers, causes, and route characteristics to identify where truckers can shave time. Models may also note or predict anomalies, preventing commercial drivers from veering too far off course or transporting unnecessary inventory.

Monitor in Real Time for Evaluations

Numerous fleet management decisions happen instantaneously because forces outside the project's control influence performance, such as weather, traffic, or collisions. Management may seamlessly communicate with drivers with live updates using AI to determine the best course of action.

One of the best use cases is for dashcams powered by AI computer vision. It identifies incident details by scanning for measurements and obstacles. It also helps view tailgating behaviors and speed through accelerometers as drivers are en route to their destinations. Additionally, AI integrations with shared client management software alert customers to updates to timelines.

Prepare for the Future

Fleet analytics and AI have a promising future. Advanced predictive analytics are becoming more precise. Sustainability objectives are making novel automotive technologies green at inception. Supply chain management will communicate with fleets seamlessly with accurate demand and fulfillment. Smart implementation of AI-powered fleets empowers employees while increasing business resilience and client satisfaction.

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Market Trends: Why Used Trucks Are Dominating Sales Right Now

Pre-owned commercial vehicles remain popular with shoppers. Here's why.

The commercial truck market constantly changes with buying trends, inventory, and demand. Right now, used trucks offer excellent value for owners adding to their fleets. Month-by-month reporting from the first half of the year has shown consistent numbers for pre-owned purchases, especially for medium- and heavy-duty vehicles listed online, and often at lower prices. With a greater selection to choose from, now could be the best time to shop around.

So, what exactly is all the noise about? Commercial Truck Trader is taking a further look at these buying trends, breaking down the numbers, and giving you the reasons why used truck sales are popular.

Big Rigs are Big on the Market

The current marketplace is experiencing its highest inventory level of commercial vehicles in six years, with more truck options for owners and operators looking to buy. In fact, Commercial Truck Trader has seen the number of trucks for sale on the marketplace increase 37.2% in the last year alone. Class 8 trucks saw a 7.4% increase in sales during the month of March compared to the same time last year, and it's a vehicle class which represents one of the biggest buying trends of 2024.

The value for these vehicles has been staggering for some buyers: the average retail price for this class has fallen 20.3% compared to last year, with units formerly priced at \$75,407 now on the market at an average around \$60,115. It's a similar story with mileage: last year these trucks averaged 434,000 miles on the odometer, now that number is 416,000. While sales have slowed their pace going into the summer, medium- and heavy-duty trucks (Classes 3–8) are still providing shoppers a better bargain on the market.

Industry Changes Drive Sales

There are several reasons why so many medium- and heavy-duty trucks are currently listed with improved value for shoppers. Mainly, it comes down to new and private businesses expanding their fleets and trading in older models, industry downsizing, and buyer hesitancy due to the current conditions of the freight market.

The industry is diversifying and has become more inclusive, and buyer habits reflect this. While the trucking workforce is composed predominantly by men, this has changed in the last five years. Now, 32% of the industry is made up of women, and the average age of those behind the wheel is significantly younger. For example, 68% of buyers of Class 8 trucks are Gen X and Millennials. This is partly due to trucking businesses responding to driver shortages, hiring from a

broader demographic, and providing truck driving careers with competitive pay.

It's a given that emerging trucking businesses are looking to equip their fleet by purchasing pre-owned vehicles, and it does leave its mark on sales numbers. However, there's a current predicament within the industry with too many trucks on the road operating with low freight rates because for-hire or private fleets are buying vehicles at a surplus to take on extra business.

Notably, wide-scale industry changes related to the latest Environmental Protection Agency mandates are influencing the production and sales numbers of used commercial vehicles. Starting with model year 2027, you'll see trucks with new technology purposely designed to lower greenhouse gas emissions, and it's already shaking up the market. Consumers are concerned about the reliability of these future models, so the government has issued further vehicle warranties to safeguard purchases. As a result, this provides extra value at a lower cost, and a flood of pre-buys. Consequently, more pre-owned models are available on the current market with a superior selection in terms of price and quality.

Top of the Class Vehicles For Sale

Commercial Truck Trader serves all classes of commercial vehicles, and on any given day, you'll find nearly 300,000 trucks and trailers posted for sale. Currently, Class 8 trucks account for about 1 in 10 units listed on the marketplace, or around 30,000 active units available from dealers and private sellers. But the selection doesn't stop there—you can expect to find excellent models representing each class designed for any number of industries.

With a greater inventory, there's much more to choose from, and models fit for any budget. Whether you have a close idea of what you're after on the market, or need a little help with a guided search, our site uses sophisticated filters to find the best model for your fleet. You can search for work trucks and vans according to:

- Vehicle category
- Cab type
- Vocation
- Fuel type
- Class
- Drivetrain
- Manufacturer
- Transmission type
- New or pre-owned condition
- Engine size
- Production year
- Mileage
- Location

Time to Buy

The marketplace remains competitive for the commercial vehicle industry, with so many choices available from dealers and private sellers. Now is a great time to purchase your next truck, whether it's new or pre-owned, and we're here to help. **Scan to connect with us!**



PROUD TO SERVE, TO DRIVE: Honoring Veterans in the Used Truck Industry

At the heart of both our nation's strength and the vitality of the used truck industry are the veterans who have served with commitment, resilience, and a dedication to excellence. Their service to our country exemplifies the very values that drive our industry forward: integrity, leadership, and an unwavering sense of responsibility. Veterans not only protect our freedom but also bring these values into the workplaces and communities they join after their military service.

In the used truck industry, veterans have proven to be invaluable assets. They bring a keen understanding of logistics, an eye for operational efficiency, and a powerful work ethic honed through years of service. Whether navigating complex supply chains, ensuring reliability on the road, or leading teams with a sense of purpose and duty, veterans contribute immensely to our field. Today, we honor them for both their military service and their dedication to elevating our industry.



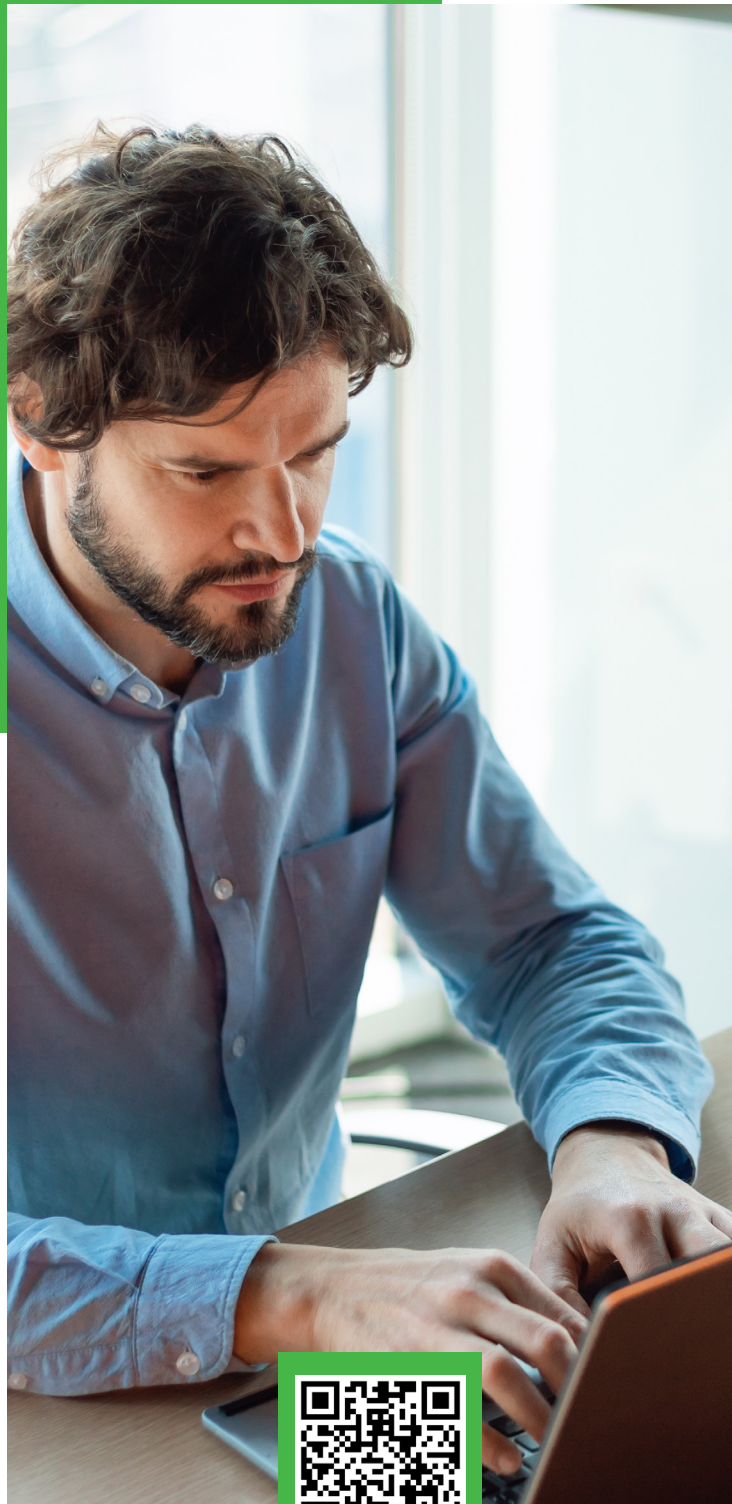
**THIS YEAR -
AND EVERY YEAR,**

Commercial Truck Trader salutes all of the Veterans

for your contributions protecting our freedoms and for your countless contributions that keep our industry moving forward!

6 Tips for Crafting Compelling Ad Copy for Your Commercial Truck Listings

Creating effective ad copy for your commercial truck listings is essential for attracting buyers. A standout listing not only showcases your truck's features but also resonates with potential buyers emotionally, sparking urgency and desire. Elevate your truck listings and draw in more buyers with Commercial Truck Trader's expert tips on crafting irresistible ad copy.



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1. Understand Your Audience

Identify your target buyers. Are they established businesses looking for a fleet upgrade, or small businesses seeking their first commercial truck? Tailoring your language to match your audience enhances the impact of your ad copy.

2. Grab Attention with Your Headline

Your headline is crucial. Keep it short, descriptive, and captivating. Including the year, make, and model ensures clarity. A compelling headline not only grabs attention but also provides essential details, enticing potential buyers to explore further.

3. Weave a Story

Stories resonate with people. Share the history of the truck, notable jobs it's been used for, or reasons for selling. This personal touch forms an emotional bond with the buyer, fostering trust and increasing the likelihood of a sale.

4. Embrace Transparency

Honesty builds trust. Clearly state your truck's condition, specifications, modifications, and any issues. Transparency encourages buyer engagement and confidence in your listing.

5. Create Urgency

Instill a sense of urgency. Limited-time offers, price reductions, or highlighting previous quick sales can spur buyers to act fast. Emphasizing the truck's popularity prompts quick decisions, ensuring buyers don't miss out on a great deal.

6. End with a Clear Call to Action

Finish with a strong call to action. Direct buyers on what to do next, whether it's contacting you for details, scheduling a viewing, or making an offer. Clear instructions streamline the buyer's journey, increasing the chances of a successful sale.

Crafting compelling ad copy for your commercial truck listings involves understanding your audience, highlighting features, and forging an emotional connection. Follow these tips to create listings that inform and inspire action, selling your truck quickly and effectively. And remember, a picture is worth a thousand words. As you refine your copy, explore Commercial Truck Trader's Buyer Engagement tools to boost exposure and maximize results.

Buyers on our marketplace are ready to buy!

63%

of buyers searching on our marketplace plan to purchase within 3 months.



Looking for mostly...

used trucks

over new

68%

of our shoppers typically purchase used trucks.



Our marketplace shoppers are looking for...



Availability



High quality



Affordability

58%

of our shoppers are considering the availability, high quality, and affordability of trucks when shopping our marketplace



Type



Vocation



Class

Shoppers desire to find the right truck for their needs easily

Our **Guided Search** tool allows users to quickly find their desired unit type, vocation, or class using intuitive icons with visual cues on our marketplace. This simplifies the search process for buyers and results in more qualified leads for dealers by helping consumers narrow down specific unit requirements faster.



Our marketplace consultants will guide you through listing your vehicle at its maximum potential in front of our

2.4

million monthly visitors

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