



# FTR | Transportation Conference 2022

The Premier Forecasting Event of the Year

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## Session Descriptions



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# FTR

Transportation  
Conference 2022

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**Tuesday, Sept. 13**  
**TRUCK EQUIPMENT**





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## TRUCK EQUIPMENT

### 8:45 a.m. Welcome Session

*Eric Starks, FTR*

### Economic Expansion: Understanding Fundamentals Supporting Equipment Demand

*Eric Starks, FTR*

### 9:15 a.m. Metal Markets: The Hard Facts on the Fundamentals

*Eric Starks, FTR*

*Bobbie Bell, Commercial Metals Company*

### 9:45 a.m. Commercial Vehicle Class 8 Equipment Outlook: The FTR Perspective

*Don Ake, FTR*

### 10:15 a.m. Trailer Industry Challenges and Opportunities

*David Giesen, Stoughton Trailers, LLC*

### 11:00 a.m. Climate's Control: Commercial Vehicles and Environmental Regulation

*Mike Tunnell, American Trucking Associations*

### 11:30 a.m. Commercial Vehicle Trailer Outlook: The FTR Perspective

*Don Ake, FTR*

### 1:00 p.m. CV Keynote: Completing the Circuit on Electric Trucks

*Wilfried Aulbur, Roland Berger*

### 1:45 p.m. Perspectives from the CV Customer

*Avery Vise, FTR*

*Paul Higgins, Prime, Inc.*

### 2:15 p.m. An Equity Analyst Perspective on the CV Outlook

*Jeff Kauffman, Vertical Research Partners*

### 3:00 p.m. Used Trucks: Finding Equilibrium After the Storm

*Chris Visser, J.D. Power*

### 3:30 p.m. Commercial Vehicle Medium Duty Outlook: The FTR Perspective

*Charles Roth, FTR*

### DON'T MISS:

**6:30- 7:30 a.m.**

Indy Canal Walk/Run

**7:00 a.m. - 7:30 p.m.**

Registration Open

**7:30 - 8:45 a.m.**

Breakfast

**10:45 - 11:00 a.m.**

Networking Break

**12:00 - 1:00 p.m.**

Lunch

**2:45 - 3:00 p.m.**

Networking Break

**4:45 - 5:30 p.m.**

Women in Truck  
Transportation Reception  
Grand Hall Bar,  
Union Station

**5:30 - 7:30 p.m.**

Evening Reception  
Grand Hall Bar,  
Union Station



# TRUCK EQUIPMENT

**8:45 a.m. Welcome Session***Eric Starks, FTR***Economic Expansion: Understanding Fundamentals Supporting Equipment Demand***Eric Starks, FTR*

We kick off the conference with a look at how the economy is affecting the commercial vehicle market. How does the coming year look for key sectors of the U.S. economy? What risks lie ahead that could mean sharply stronger or sharply weaker growth? And what will all this mean for the freight dynamics that ultimately dictate market conditions for manufacturers and suppliers?

**9:15 a.m. Metal Markets: The Hard Facts on the Fundamentals***Eric Starks, FTR**Bobbie Bell, Commercial Metals Company*

Dig in deep on steel and other markets as we cover the sourcing, production, and strategies that go into moving metal and things made of it. Understand the risks involved and learn what impact these markets have had on supply chain impacts.

**9:45 a.m. Commercial Vehicle Class 8 Equipment Outlook: The FTR Perspective***Don Ake, FTR*

The supply bottlenecks have held back Class 8 production for an extended time. What are the challenges and opportunities looming in 2023, as production accelerates to catch up with demand?

**10:15 a.m. Trailer Industry Challenges and Opportunities***David Giesen, Stoughton Trailers, LLC*

There are new entries, new opportunities, and new challenges in the commercial trailer industry. An OEM representative discusses growth opportunities in this new environment.

**11:00 a.m. Climate's Control: Commercial Vehicles and Environmental Regulation***Mike Tunnell, American Trucking Associations*

The 2020 election fundamentally shifted the landscape for environmental regulation of commercial vehicles. What changes have already taken effect and what is on the agenda for the Environmental Protection Agency and the California Air Resources Board?

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**11:30 p.m. Commercial Vehicle Trailer Outlook: The FTR Perspective**  
*Don Ake, FTR*

Trailer demand has been robust but has been constrained by parts and component shortages since November 2020. Can OEMs satisfy all the pent-up demand in 2023?

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**1:00 p.m. CV Keynote: Completing the Circuit on Electric Trucks**  
*Wilfried Aulbur, Roland Berger*

Freight transportation stakeholders globally are trying to read the tea leaves regarding the commercialization of electric powertrains for commercial vehicles. Dr. Wilfried Aulbur, senior partner for research firm Roland Berger's global commercial vehicle, construction, and agricultural business, will outline where things stand with battery electric and hydrogen fuel cell vehicles and when and where we can expect to see EVs in large numbers.

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**1:45 p.m. Perspectives from the CV Customer**  
*Avery Vise, FTR*  
*Paul Higgins, Prime, Inc.*

Trucking fleets are struggling with a host of equipment-related issues that are converging. Strong freight demand and a tight supply of drivers have made renewing truck fleets more urgent than ever as truck production still lags. Meanwhile, high fuel costs have fleets looking for efficiency options in an uncertain marketplace. Hear how a major fleet is dealing with these issues.

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**2:15 p.m. An Equity Analyst Perspective on the CV Outlook**  
*Jeff Kauffman, Vertical Research Partners*

Although some fundamental drivers of commercial vehicle demand and production are universal, different perspectives can help paint a richer picture of the CV industry. Hear a leading analyst's views on where the CV industry is going in the year ahead.

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**3:00 p.m. Used Trucks: Finding Equilibrium After the Storm**  
*Chris Visser, J.D. Power*

Explosive demand and limited supply, spiked prices to all-time highs for used trucks. Now the market has to balance out the factors going forward. See where we are currently and where we are headed in 2023.

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**3:30 p.m. Commercial Vehicle Medium-Duty Outlook: The FTR Perspective**  
*Charles Roth, FTR*

Medium-duty trucks were greatly impacted by the growth of e-commerce for larger items. Learn what market drivers with impact delivery and work truck demand in 2023.