



FTR | Transportation Conference 2022

The Premier Forecasting Event of the Year

Session Descriptions



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FTR

Transportation
Conference 2022

Tuesday, Sept. 13
TRUCK EQUIPMENT



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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?

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?

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.

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.

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.

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.

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.