



FTR | Transportation Conference 2022

The Premier Forecasting Event of the Year

Session Descriptions



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FTR

Transportation
Conference 2021

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

Bobbie Bell, Commercial Metals Company

9:45 a.m. Technology: Completing the Circuit on Electric Trucks

Wilfried Aulbur, Roland Berger

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 Class 8 Equipment Outlook: The FTR Perspective

Don Ake, FTR

1:00 p.m. CV Keynote

Eric Starks, FTR

1:30 p.m. Perspectives from the CV Customer

Avery Vise, FTR

2:15 p.m. Commercial Vehicle Trailer Outlook: The FTR Perspective

Don Ake, FTR

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

5:30 - 7:30 p.m.

Evening Reception



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

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. Technology: Completing the Circuit on Electric Trucks

Wilfried Aulbur, Roland Berger

Battery electric and hydrogen fuel cell are vying to replace diesel power as the next dominant ultimate commercial vehicle propulsion system. Where do these technologies stand today and when might we see them in use in large numbers?

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 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?

1:00 p.m. CV Keynote
Eric Starks, FTR

The pandemic has been a tremendously challenging year for truck OEMs. How is the Class 8 industry dealing with production that still cannot quite meet customer demands as risks to that demand keep rising? And what effects have disruption, higher fuel prices, and other factors had on technology development?

1:30 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. 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?

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.