



# 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

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- 8:45 a.m. Welcome Session**  
*Eric Starks, FTR*
- Economic Expansion: Understanding Fundamentals Supporting Equipment Demand**
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- 9:15 a.m. Technology: Who's Driving the Future Truck?**
- 
- 9:45 a.m. Technology: Completing the Circuit on Electric Trucks**
- 
- 10:15 a.m. Trailer Industry Challenges and Opportunities**
- 
- 11:00 a.m. Climate's Control: Commercial Vehicles and Environmental Regulation**
- 
- 11:30 a.m. Commercial Vehicle Class 8 Equipment Outlook: The FTR Perspective**  
*Don Ake, FTR | Charlie Roth, FTR*
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- 1:00 p.m. Truck OEM Equipment Keynote**
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- 1:30 p.m. Fleet Forum: Perspectives from the CV Customer**
- 
- 2:15 p.m. Commercial Vehicle Trailer Outlook: The FTR Perspective**  
*Don Ake, FTR | Charlie Roth, FTR*
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- 3:00 p.m. Used Trucks: Finding Equilibrium After the Storm**
- 
- 3:30 p.m. Commercial Vehicle Medium Duty Outlook: The FTR Perspective**  
*Don Ake, FTR | Charlie Roth, FTR*
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## 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**

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. Technology: Who's Driving the Future Truck?**

Although drivers obviously are not the only concern, truck design, utilization, and trade cycles have been closely linked to the needs and preferences of truck drivers. What does the CV market look like when human drivers are less important? And what role does the CV market play in the rollout of autonomous trucks?

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

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**

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**

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 Class 8 Equipment Outlook: The FTR Perspective**  
*Don Ake, FTR | Charlie Roth, 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?

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**1:00 p.m.      Truck OEM Equipment Keynote**

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?

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**1:30 p.m.      Fleet Forum: Perspectives from the CV Customer**

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 some leading fleet managers are dealing with these issues.

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**2:15 p.m.      Commercial Vehicle Trailer Outlook: The FTR Perspective**  
*Don Ake, FTR | Charlie Roth, 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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**3:00 p.m.      Used Trucks: Finding Equilibrium After the Storm**

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**  
*Don Ake, FTR | Charlie Roth, FTR*

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