



# PROFILE

OF THE

# U.S. COMMERCIAL VEHICLE MARKET

UNIVERSE ANALYSIS OF CLASS 2C-8 TRUCKS & TRAILERS



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## How to Use the Profile

This Profile has been developed to help truck industry manufacturers, suppliers and service providers plan and implement sound sales/marketing programs. It provides a clear, unbiased picture of Class 2c-8 commercial truck and trailer ownership and usage. Vehicle numbers reflect trucks, tractors and trailers in full active service.

As with previous Profiles we have published, it has no connection with our magazine circulation, survey projections or other possibly prejudicial market size estimates.

Marketers can start with a look at the U.S. retail sales history and forecast, spanning the years 1990-2016, on pages 6-7. This is followed by an analysis of changes in the market over the last 15 years for Class 6-8 and trailers, broken down by vocation and type. Brand share among OEs and engine manufacturers is highlighted on pages 10-11.

We then focus on the aftermarket on pages 12-13, breaking down the information by vocation, fleet size, point of service, and distribution channel. Next, we offer a snapshot of the entire U.S. commercial truck and trailer universe on pages 14-21 in which each class of truck is documented by (1) fleet size and (2) vocational ownership. Fleet sizes range from owner-operators with 1-4 trucks to mega fleets, owning 500-plus trucks.

The overview of the truck and trailer universe is then broken down by vocation from page 22-28, including for-hire, wholesale/retail/manufacturing, construction/mining/logging, agricultural, lease/rental, and government/utilities/refuse.

New this year is the Truckable Economic Activity section, which looks at 2015 Q4 economic activity, economic activity categories, TEA, and real gross domestic product in the U.S. between 1991 and 2015. Truck transportation employment growth and payroll statistics are also highlighted in this section.

The starting point in developing the Profile was the commercial truck database of MacKay & Company, a leading research and data supplier to the trucking industry.

A series of tabulations and database checks against other sources were used to refine the raw data. Thus, the Profile is free of distortions caused by duplicate counts of vehicles among owners' headquarters and terminals.

The Profile is produced as part of Bobit Business Media's ongoing commitment to supplying accurate, useful information to the trucking industry.