

ACT SEMINAR 62

**SURVIVING THE SHOCK OF CHANGE:
ELECTRIFICATION IN THE TRUCKING AND
COMMERCIAL VEHICLE MARKETS**



SEMINAR 62

NA COMMERCIAL VEHICLE & TRANSPORTATION
INDUSTRIES OUTLOOK: 2020-2024

FEBRUARY 11 -13, 2020

The Commons

Columbus, IN



SURVIVING THE SHOCK OF CHANGE: ELECTRIFICATION IN THE TRUCKING AND COMMERCIAL VEHICLE MARKETS

Database Workshop - DATA 101: Turning Data Into Knowledge

TUESDAY, FEBRUARY 11 – \$425 EARLY BIRD SPECIAL || \$550 AFTER JANUARY 15, 2020

1 PM – 4:30 PM || ACT RESEARCH LODGE – 4440 MIDDLE ROAD, COLUMBUS, IN 47203

CHECK-IN AND LUNCH START AT 12:30 PM.

In this comprehensive workshop, ACT Research analysts will present an overview of the myriad of data they work with on a day-to-day basis that is incorporated into the various reports, databases and forecasts ACT publishes.

The overview will include:

- what data is collected
- timing of data collection and reporting
- definitions of the data elements
- what they represent
- how the data is analyzed, synthesized and assimilated into our body of work.

The workshop is designed not only for those who may be new to the industry and are looking for a commercial vehicle primer, but will also serve as a valuable refresher for the seasoned industry veteran.

Perhaps the most valuable portion of the workshop will be your opportunity to share your experiences about how you use the data and what data needs you have a tough time filling.

Featured Presenters:

- Steve Tam - Vice President, ACT Research
- Kenny Vieth – President, Senior Analyst, ACT Research
- Tim Denoyer – Vice President, Senior Analyst, ACT Research
- Jim Meil – Principal, Industry Analyst, ACT Research
- Frank Maly, CV Transportation Analysis and Research, ACT Research



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DAY 1 – TUESDAY, FEBRUARY 11, 2020

DISCUSSION DINNERS:

JOIN US TUESDAY EVENING FOR TOPICAL, DISCUSSION DINNERS LED BY MEMBERS OF THE ACT RESEARCH STAFF AT LOCAL RESTAURANTS. THESE MEALS ARE A CHANCE TO CONNECT WITH ACT STAFF, DISCUSS INDUSTRY TOPICS, AND ENJOY FOOD AND DRINK TOGETHER.

| | | | |
|------------------------------|---------|----------------------------|------------------------------------|
| Class 8 Trucks and Tractors | 6:30 PM | Harrison Lake Country Club | Kenny Vieth |
| Classes 4-8 Used Trucks | 6:15 PM | Luciana's Mexican | Steve Tam, Margie Dasovich |
| Trailer Industry | 6:30 PM | Holiday Inn | Frank Maly, Bud Rodowick |
| US/NA Economics | 6:30 PM | Harrison Lake Country Club | Sam Kahan |
| China CV Industry | 6:15 PM | E-Sushi | Bob Perkins, Jennifer McNealy |
| Update on Engine Trends | 6:30 PM | ZwanzigZ Pizza | Eric Fedewa, Mike Eaves, Ken Vieth |
| Impact of Freight on Class 8 | 6:30 PM | Upland Brewery | Tim Denoyer |
| Emerging Technologies | 6:15 PM | Henry Social Club | Funmi Ige-Wright, Jim Meil |
| New Client Welcome | 6:00 PM | Joe Willy's Burger Bar | Ian McGriff, Brian Armstrong |



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DAY 2 – WEDNESDAY, FEBRUARY 12, 2020

REGISTRATION @ THE COMMONS || 7:00 AM CONTINENTAL BREAKFAST PROVIDED

| | | |
|----------------|---|--|
| 7:45-8:00 AM | WELCOME MESSAGE | IAN MCGRIFF, KEN VIETH ACT RESEARCH |
| 8:00-9:30 AM | <p>U.S. ECONOMIC PANEL: 2020-2021</p> <p>Is the economic expansion set to continue, or will we slide into recession (could the recession have already begun)? The panel will present their views about 2020 and beyond, on the topics of the day: protectionist policy as a threat to the post-WWII trade order, multiplying signs of a slower global economy, U.S. manufacturing in the doldrums, and a hotly contested 2020 U.S. Presidential race, Fed policy, and more. What lies ahead, and what are the ramifications for transportation and trucking?</p> <p>Moderator - Jim Meil</p> | <p>SAM KAHAN ACT RESEARCH Chief Economist</p> <p>BILL STRAUSS FEDERAL RESERVE BANK Senior Economist and Economic Advisor</p> <p>JIM MEIL ACT RESEARCH Principal, Industry Analysis</p> |
| 9:30-9:45 AM | BREAK | |
| 9:45-10:30 AM | <p>ELECTRIC MARKETPLACE</p> <p>From OEMs to suppliers, the entire field is investing in and developing electric technologies to advance the industry.</p> | <p>JASON ALTWIES CONMET Director, Business Dev. and Strategic Partnerships</p> <p>CALEB LANDER CONMET Product Manager - Electrification</p> |
| 10:30-11:45 AM | <p>CLASS 8 REVIEW AND FREIGHT FORECAST</p> <p>Markets typically find the correct level of capacity over the course of a cycle. Too many trucks and insufficient freight caught up with Class 8 production into the end of 2019. Unfortunately for industry OEMs and suppliers, truckers will spend 2020 working off the largess of 2019 by curtailing truck purchases. Falling truck sales reflect the truck supply-freight demand imbalance that impacted carrier profitability through 2019 and into 2020. The curtailment of capacity additions represents half the equilibrium restoration battle. The fundamental questions for the industry are; will that balance be found in 2020 and, by extension, will carrier profits recover in time to reengage Class 8 demand in 2021?</p> | <p>KENNY VIETH ACT RESEARCH President, Sr. Analyst</p> <p>TIM DENOYER ACT RESEARCH VP, Sr. Analyst</p> |
| 11:45-NOON | <p>ECONOMIC SURVEY RESULTS</p> <p>Where do ACT subscribers and seminar attendees see the economy heading in the next two years? How does that compare to ACT's expectations? Survey results revealed.</p> | <p>JENNIFER MCNEALY ACT RESEARCH Sr. Research Manager</p> |



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DAY 2 – WEDNESDAY, FEBRUARY 12, 2020 - CONTINUED

| | | |
|---------------|--|---|
| 12:00-1:00 PM | LUNCH | |
| 1:00-1:30 PM | <p>COMMERCIAL VEHICLE ELECTRIFICATION FORECAST</p> <p>In 2018, ACT Research released its groundbreaking CEV Study to wide acclaim. In the 18 months since its release, the study still has relevance and is foundational for our ongoing, extensive research and analysis of alternative vehicle power sources. Jim Meil will discuss a high-level view of the insights from the previous forecast, as well as plans for the second version of this study to be published in August of 2020.</p> | <p>JIM MEIL ACT RESEARCH Principal, Industry Analysis</p> |
| 1:30-2:15 PM | <p>USED TRUCK MARKET REVIEW</p> <p>Growing inventories in the context of record new truck sales and waning freight have conspired to drive used truck prices down. Join us to learn where volume and values are expected to head.</p> | <p>STEVE TAM ACT RESEARCH Vice President</p> |
| 2:15-3:15 PM | <p>TRAILER LEASE AND SUPPLY CHAIN PERSPECTIVE</p> <p>A trailer leasing and fleet management company's view on the current market and the impact of electrification on tomorrow's commercial vehicles.</p> | <p>MARK DOMZALSKI PLM Senior Vice President</p> |
| 3:15-3:30 PM | BREAK | |
| 3:30-4:15 PM | <p>U.S TRAILER MARKET</p> <p>2019 started with record backlogs but consistently trended lower as the year progressed. After record production volumes, how will business track in 2020? Will fleets return to robust investment plans or continue their cautious stance? Hear the summary of the past year and expectations for 2020.</p> | <p>FRANK MALY ACT RESEARCH Director, CV Transportation and Analysis</p> |
| 4:15-5:00 PM | <p>N.A. MEDIUM DUTY VEHICLE MARKET</p> <p>The MD market has enjoyed ten consecutive years of sales growth. However, all good things must come to an end. This session will examine the impending slowdown and delve into when the expansion will resume.</p> | <p>STEVE TAM ACT RESEARCH Vice President</p> |
| 5:00-5:05 PM | CLOSING THOUGHTS | ACT RESEARCH STAFF |

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DAY 2 - WEDNESDAY, FEBRUARY 12, 2020

6:00 - 9:00 PM - ACT'S "LODGE" DINNER PRESENTED BY PENSKE

ACT's dinner is always a highlight of the the seminar. Join us this evening for savory food, live music, beer, and lots of opportunities to connect, network and enjoy your fellow seminar attendees. Ken Vieth began this tradition at his farm more than 30 years ago. Through the years, we've enjoyed Hoosier Hospitality at the "Farm," at Kenny Vieth's "Barn" and at ACT's "Garage." Dinner is now being served at ACT'S newest office location, "The Lodge," at 4440 Middle Road. Come for a homemade dinner, and a variety of refreshments, as well as music provided by Dan and Linda Mustard. Angus steaks, Indiana pork ribs, shrimp, international cheeses, and many specialty foods will be served. Also, a beer tradition continues with ZwanzigZ's brew master, Mike Rybinski and wife, Jen, on site with award-winning craft beers. Looking forward to having you join us!



CUMMINS ACT SEMINAR SHUTTLE DEPARTS FROM:

HOTEL INDIGO @ 5:30, 6:00, 6:30 PM

HOLIDAY INN @ 5:45, 6:30, 7:15 PM

CUMMINS ACT SEMINAR SHUTTLE DEPARTS TO:

HOTEL INDIGO @ 8:15, 8:45, 9:15 PM

HOLIDAY INN @ 8:15, 9:00, 9:30 PM



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DAY 3 – THURSDAY, FEBRUARY 13, 2020

REGISTRATION @ THE COMMONS || 7:00 AM CONTINENTAL BREAKFAST PROVIDED

| | | |
|----------------|--|--|
| 7:55-8:00 AM | WELCOME MESSAGE | IAN MCGRUFF ACT RESEARCH |
| 8:00-9:45 AM | <p>TRUCKING PANEL - Parked on the Wrong Side of the Cycle:</p> <p>Carrier profitability is a key driver of heavy truck and trailer demand. The sharp fall-off in Class 8 and trailer orders is indicative of the current operating environment for trucking. We ask our panelists to speak about what they are seeing in the current market and what they are doing/have done to mitigate their exposure to the downturn. From there, we ask the panel's participants to spend some time talking about their fleet, and whether they have changed/are changing their spec'ing to embrace what appears to be the new normal: AMTs and ADAS.</p> <p>Moderator: Kenny Vieth</p> | <p>JOEY HOGAN COVENANT TRANSPORTATION President, COO</p> <p>CARI BAYLOR BAYLOR TRUCKING President</p> <p>KEVIN BURCH JET EXPRESS President</p> |
| 9:45-10:00 AM | BREAK | |
| 10:00-11:45 AM | <p>ELECTRIFICATION PANEL: Hum in the Air: NACV Highlights Massive ECV Investment</p> <p>At the inaugural NACV show in 2017, we recollect there was exactly 1 electric commercial vehicle on display. At the 2019 event, there were ECVs at most every OEM booth and tier-one supplier booths abounded with technology solutions for electric vehicles. We invite our panelists to discuss the opportunities and challenges of electrification as they bring us up-to-speed on the state of the art.</p> <p>Moderator: Jim Meil</p> | <p>JORDAN WALLPE DUKE ENERGY MW Electric Transportation Manager</p> <p>BILL ZOBEL TRILLIUM General Manager</p> <p>RYAN LASKEY DANA INCORPORATED VP of Commercial Vehicle</p> |
| 11:45-NOON | CLOSING THOUGHTS | ACT RESEARCH STAFF |
| NOON | LUNCH – Served at Zaharako's Ice Cream Parlor, across the street from The Commons. | |

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SAVE THE DATE : SEMINAR 63

(R)evolution of Alternative Power: How Close Are We?

AUGUST 11-13, 2020.

