

LEADING FLEET MANAGERS

*Magazine
Readership
and
Preference*

2008

**Newport
Communications**

2008 FLEET MANAGEMENT STUDY

Purpose and Methodology

Purpose:

The purpose of this study was to determine receipt and readership of four major trucking industry publications across the membership list of the leading fleet maintenance and technology management organization. The magazines surveyed include:

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

Methodology:

A total of 806 fleet management executives from the leading maintenance and technology association were mailed a one-page survey, cover letter and a one-dollar bill on April 29, 2008. Responses were collected via fax between April 29 and May 15, 2008. The survey questionnaire is provided at the end of this report.

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The survey results were finalized when nearly 20 percent, or 150, of the surveys were completed and returned.

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Two versions of the questionnaire were used. Half received the alpha listing of publications, while the other half received a reverse alpha version of the survey.

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The research firm of Accountability Information Management Inc. of Palatine, Ill., conducted this entire research project and **no publication or publishing company was in any way identified as a sponsor.** The fleet management executive list was used without any alteration or input from any other industry or publication list.

FLEET MANAGEMENT STUDY

2008

Respondent Profile

Question 1:

Please indicate which of the following most resembles your title:

Title	Respondents	Percentage
Fleet Maintenance Manager/ Fleet Equipment Manager	106	71%
General Manager/Vice President	28	19%
Owner/President/CEO	9	6%
Other	5	3%
Director of Safety	2	1%
# Respondents	150	100%

Other Titles:

Corporate Maintenance Training Manager
Engineer
Field Training Manager
Fleet Warranty Manager
Lease Manager

FLEET MANAGEMENT STUDY

2008

Question 2:

How large is your parent organization's entire fleet?
(includes tractors, trucks, trailers and straight trucks)

	Average Number of Vehicles
# Class 8	3,098
# Class 6-7	1,768
# Class 3-5	1,559

Question 3:

Which of the following do you buy, specify, select, approve or influence the purchase of? (check all that apply)

Attribute	Respondents	Percentage
New trucks, tractors or trailers	136	92%
Replacement parts and/or components	135	91%
Tires	132	89%
Shop equipment	130	88%
Oils, fuels, lubricants	129	87%
Truck accessories	124	84%
Information technology/Communications systems	76	51%

Respondents 148
No Response 2

FLEET MANAGEMENT STUDY

2008

Question 4:

What are your current responsibilities? (check all that apply)

Attribute	Frequency	Percentage
Oversee maintenance operations	133	89%
Decide specs on new equipment	122	82%
Specify brands of replacement parts and sourcing	120	81%
Determine the brand of trucks, tractors and trailers	111	74%
Determine information technology/communication systems	68	46%

Respondents 149
No Response 1

Question 5:

How do you typically first learn about new products and services?
(check all that apply)

Attribute	Respondents	Percentage
Trade magazines	129	86%
Trade shows	94	63%
Sales calls	68	45%
Newsletters	51	34%
Search engines, websites	51	34%
Direct mail	40	27%
Other	19	13%

Respondents 149
No Response 1

2008 FLEET MANAGEMENT STUDY

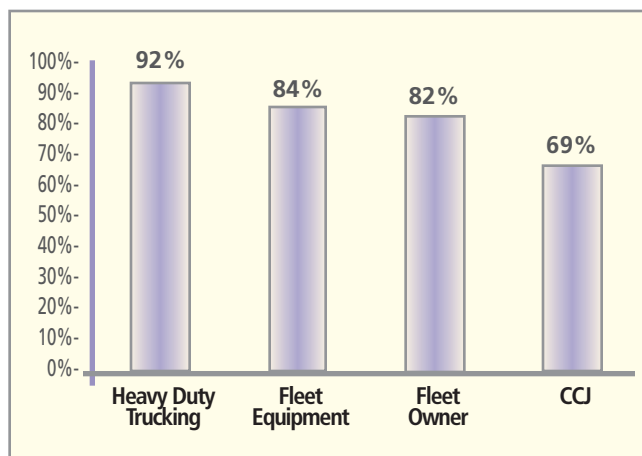
Industry Publication Preferences

Question 6:

Which industry publications do you receive with your name and address on the label? (check all that apply)

Publication	Respondents	Percentage
Heavy Duty Trucking	134	92%
Fleet Equipment	123	84%
Fleet Owner	120	82%
CCJ	100	69%

Respondents 146
No Response 4

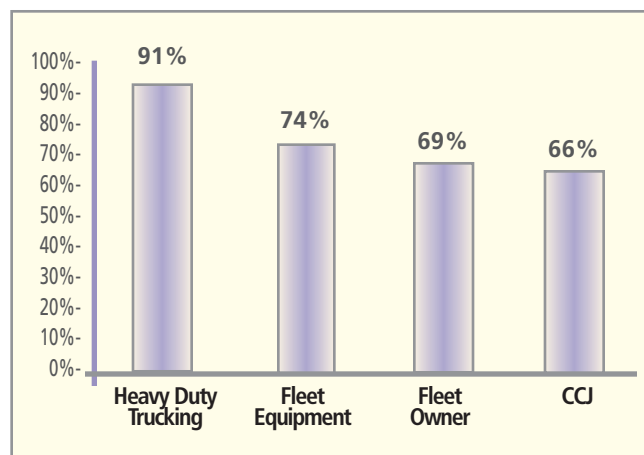


Question 7:

Which do you read regularly, at least 3 out of 4 issues? (check all that apply)

Publication	Respondents	Percentage
Heavy Duty Trucking	130	91%
Fleet Equipment	106	74%
Fleet Owner	98	69%
CCJ	95	66%

Respondents 143
No Response 7



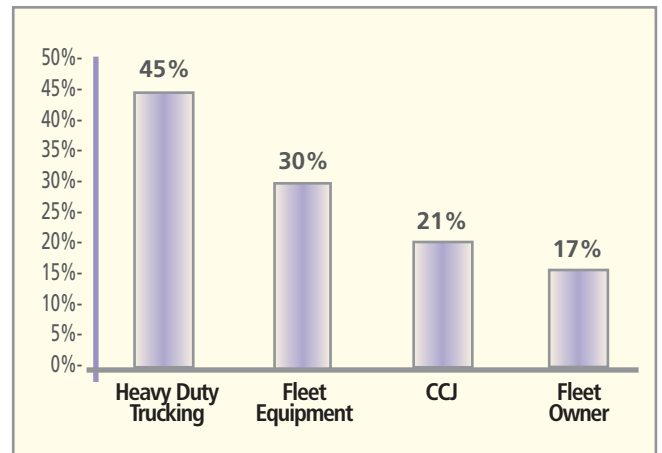
FLEET MANAGEMENT STUDY 2008

Question 8:

Which ONE publication is most useful to you in your job?
(check only one)

Publication	Respondents	Percentage
Heavy Duty Trucking	63	45%
Fleet Equipment	42	30%
CCJ	29	21%
Fleet Owner	23	17%

Respondents 139
No Response 11

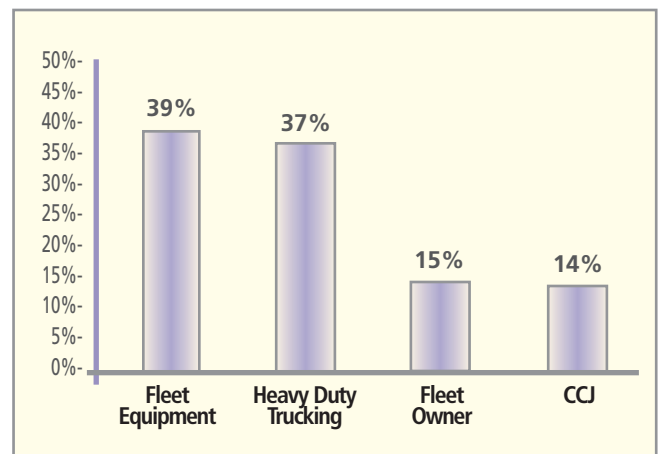


Question 9:

Which ONE publication does the best job of providing you with maintenance information? (check only one)

Publication	Respondents	Percentage
Fleet Equipment	54	39%
Heavy Duty Trucking	52	37%
Fleet Owner	21	15%
CCJ	20	14%

Respondents 139
No Response 11



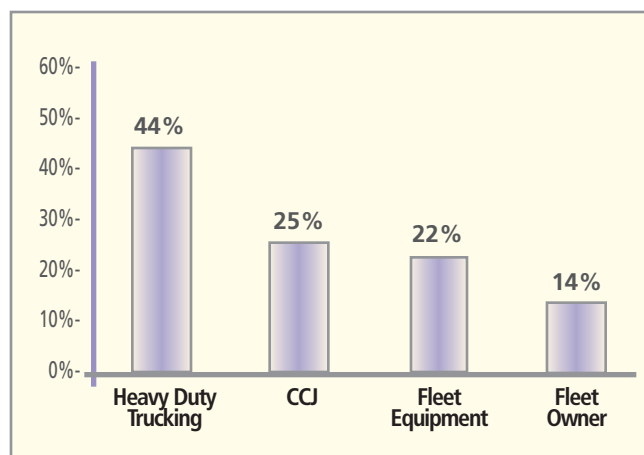
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Question 10:

Which ONE publication does the best job of keeping you up to date on new technology? (check only one)

Publication	Respondents	Percentage
Heavy Duty Trucking	62	44%
CCJ	35	25%
Fleet Equipment	31	22%
Fleet Owner	20	14%

Respondents 140
No Response 10

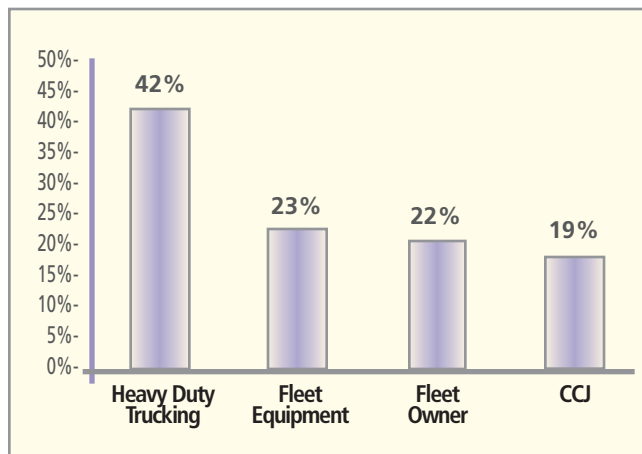


Question 11:

Which ONE publication helps you manage and operate your fleet equipment? (check only one).

Publication	Respondents	Percentage
Heavy Duty Trucking	58	42%
Fleet Equipment	32	23%
Fleet Owner	30	22%
CCJ	26	19%

Respondents 138
No Response 12



Note: Percentages in Questions 8 – 11 will not total 100% due to multiple responses by respondents.

FLEET MANAGEMENT STUDY

2008

Internet Usage

Question 12:

For which of the following reasons do you use the Internet at work?
(check all that apply)

Attribute	Frequency	Percentage
Research a topic or issue	140	94%
Obtain information about products and services	132	89%
E-mail	126	85%
Research government regulations	75	50%
Receive news updates	61	41%
Purchase products or services	55	37%
Chat with others in the industry	31	21%
Other	4	3%

Respondents 150

FLEET MANAGEMENT STUDY 2008

General Information

Question 13:

What other information or topics regarding trucks, products or services would you like to see in trade magazines?

Q-13 Trucks

'07 engine performance/Fuel economy
Benchmarking
Benchmarking data
Best practices
Biodiesel affects and downfalls
Comparisons/Ratings 1-3
DOT regulations
Freightliner Cascadia
Fleet MPG topics
Fuel savings
Genuine parts identification
Good coverage as is
I enjoy reading about what other fleets are doing
Light and medium duty
Light weight Class 8 tractor
More detail
New regulations
New technologies
Paybacks, ROI, financial justification
Recalls/New tools
The next 1-3 years technology changes
Today we are in an ever-changing environment
which makes it difficult to say about any one
specific thing
Used tractor sales trends
What I currently receive concerning these
3 topics fulfills my needs and expectations.

Q-13 Products

All fuel savings products
APU development
APU units and other fuel economy products
Brakes, HVAC, no idle cab components
Care of APUs
Comparisons/Ratings 1-3
Continued information on new technology
Diagnostic equipment
Fuel economy
Fuel economy and APUs
Genuine parts identification
Holland fifth wheels
Hybrid hydraulic systems, fuel cells
Maintenance components
More detail
National programs
Options
Sanitation-Food grade equipment
Tools (2)

Q-13 Services

Breakdown services
Breakdown, tires, general PMs
Comparisons/Ratings 1-3
Diesel particulate filter service
Engine control features
Fleet software
Genuine parts identification
Labor relations
Maintenance procedures
More detail
Nationwide fuel pricing
New ideas in fleet service
Technician programs, incentives recruitment,
training retention
Third party maintenance management
Tool repair
Training issues technical/recruitment
Trends

2008 FLEET MANAGEMENT STUDY

1. Please indicate which of the following most resembles your title?

- Owner/President/CEO
- General Manager/Vice President
- Fleet Maintenance Manager/Fleet Equipment Manager
- Director of Safety
- Other (please specify): _____

2. How large is your parent organization's entire fleet?

(Please total all units **including** tractors, trailers and straight trucks)

Class 8 _____

Class 6-7 _____

Class 3-5 _____

Total fleet _____

3. Which of the following do you buy, specify, select, approve or influence the purchase of? (check all that apply)

- New trucks, tractors or trailers
- Replacement parts and/or components
- Oils, fuels, lubricants
- Tires
- Information technology/Communications systems
- Truck accessories
- Shop equipment

Other products where you influence the purchasing decisions:

4. What are your current responsibilities? (check all that apply)

- Decide specs on new equipment
- Determine the brand of trucks, tractors and trailers
- Oversee maintenance operations
- Specify brands of replacement parts and sourcing
- Determine information technology/communication systems

5. How do you typically first learn about new products and services?

- Direct mail
- Trade magazines
- Newsletters
- Search engines, websites
- Sales call
- Trade shows, (please list): _____

6. Which industry publications do you receive with your name and address on the label? (check all that apply)

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

7. Which publication do you read regularly, at least 3 out of 4 issues? (check all that apply)

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

8. Which ONE publication is most useful to you in your job? (check only one)

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

9. Which ONE publication does the best job of providing you with maintenance information? (check only one)

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

10. Which ONE publication does the best job of keeping you up to date on new technology? (check only one)

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

11. Which ONE publication helps you manage and operate your fleet equipment? (check only one)

- Commercial Carrier Journal
- Fleet Equipment
- Fleet Owner
- Heavy Duty Trucking

12. For which of the following reasons do you use the Internet at work?

- Research a topic or issue
- Purchase products or services
- Obtain information about products and services
- Receive news updates
- Email
- Research government regulations
- Chat with others in the industry
- Other: _____

13. What other information or topics regarding trucks, products or services would you like to see in trade magazines?

Trucks: _____

Products: _____

Services: _____



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