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Volume 15
Issue 1

The State of Expedited Trucking:

2018 Forecast

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Three Things Owner-Operators Need to Be
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6 Three Things Owner-Operators Need to Be Part of Landstar's Cold Chain Solution



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Feature



14 Three New Developments in Expediter Trucks and Vans for 2018

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Expedite Now is written for professional owner operators and drivers working in the expedited trucking industry.

Our editorial policy encompasses informing drivers, fleet managers and carriers of the news and information about the expedited trucking community.

News and feature articles are compiled to keep owner operators and drivers apprised of industry trends and events, and other issues which impact those who move this industry.



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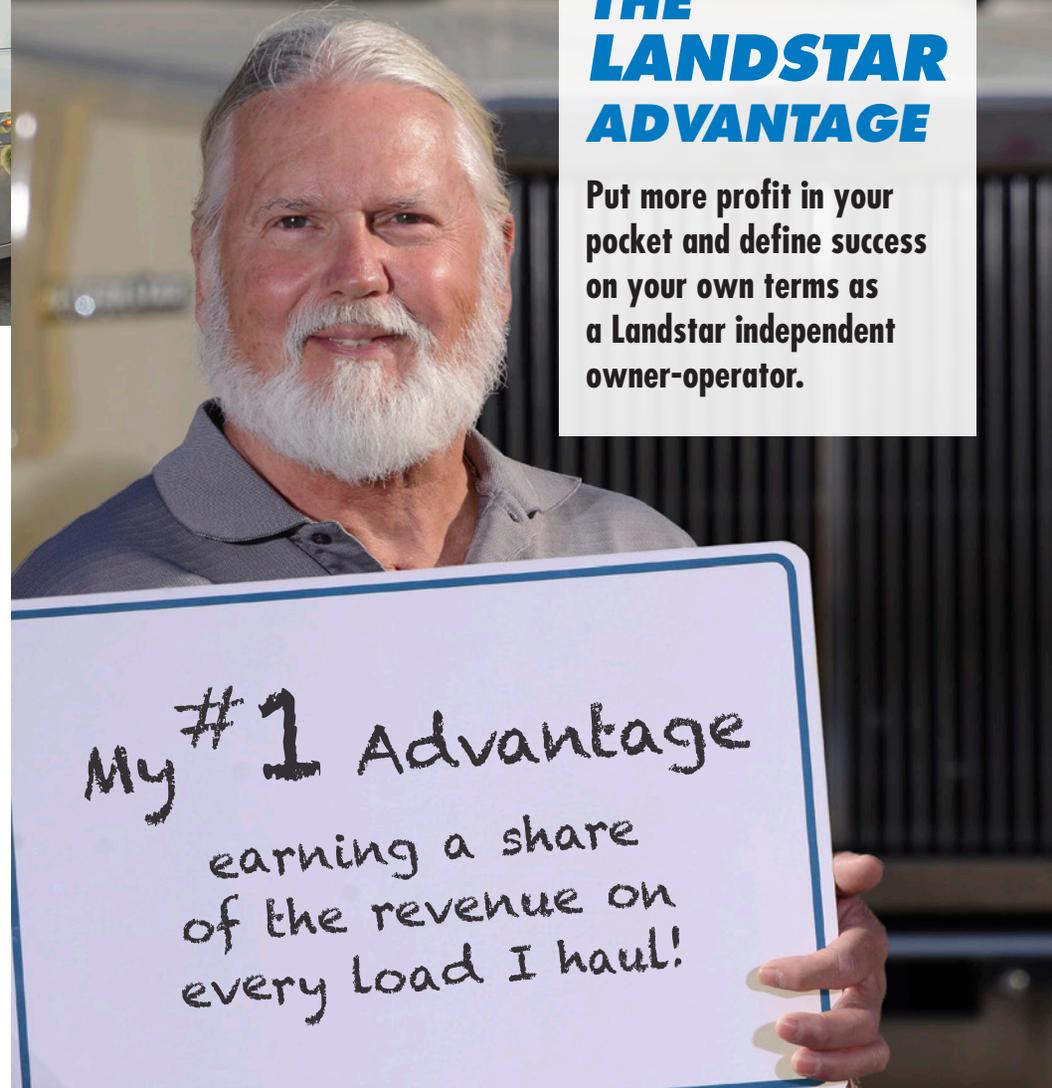
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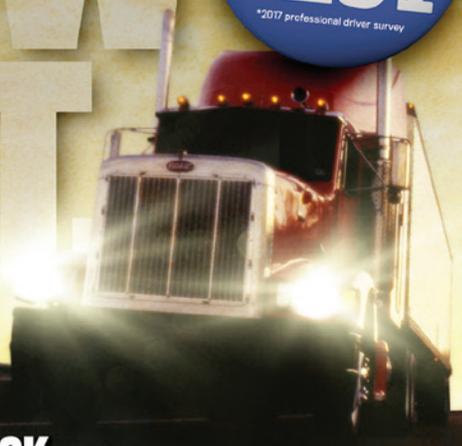
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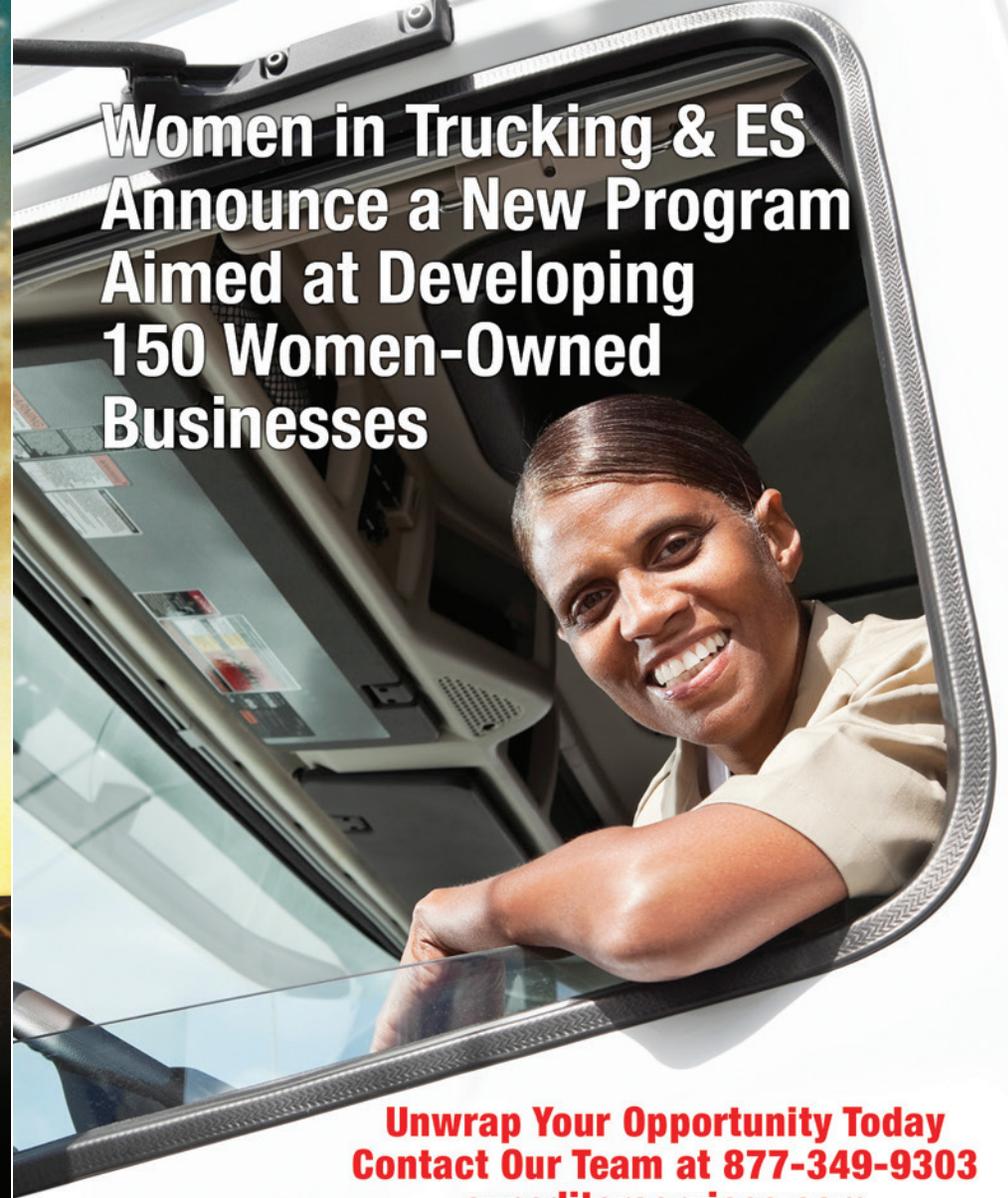
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3 New Developments IN EXPEDITER TRUCKS AND VANS FOR 2018



Image courtesy of Daimler-Mercedes

**EXPEDITE
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By Sean M. Lyden,
Staff Writer

FEATURE

"So, what's new in the expediter truck and van market in 2018 that impact how you achieve these goals? Here are three developments to keep your eye on."



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Whether you're an expediter owner-operator or fleet owner, your goals are similar when it comes to acquiring a new truck or van: Purchase a vehicle that can help you run your business more efficiently and cost-effectively—with maximum safety for the driver.

So, what's new in the expediter truck and van market in 2018 that impact how you achieve these goals? Here are three developments to keep your eye on.

#1. REARVIEW CAMERAS BECOMING STANDARD IN VANS.

In 2014, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) issued a final rule requiring rearview cameras in all new vehicles under 10,000 pounds gross vehicle weight rating (GVWR), including buses, trucks and vans, manufactured on

or after May 1, 2018. NHTSA's purpose for this rule is to enhance "the safety of these vehicles by significantly reducing the risk of fatalities and serious injuries caused by backover accidents."

In June, Bloomberg reported that the Trump administration was looking to roll back the rearview camera rule, along with some other transportation regulations. But automakers seem to be moving ahead anyway, with 2018 Ford Transit and Ram Promaster van models already offering rearview cameras as standard equipment.

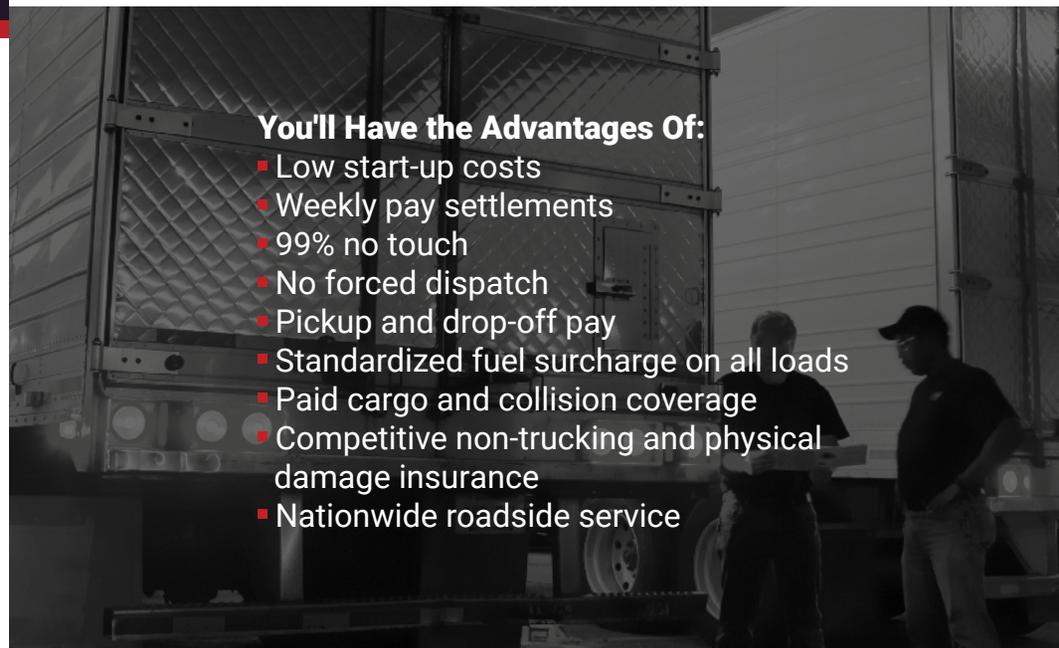
Industry consensus is that even if the Trump administration does roll back the camera requirement, automakers will likely continue to follow the rule because they operate on a three to four year product development cycle and will have already incorporated the backup cameras in their vehicle designs.

So what?

How does this development impact your business if you operate expediter vans?

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While the camera may add to the upfront cost of the vehicle, it could also lower your total cost of ownership by reducing the risk of backup collisions.

And, over time, this rule could ultimately drive down the cost of the cameras themselves. That's because making the rearview camera standard equipment increases the sales volume of those systems, ultimately helping to lower the cost. And when cameras are installed by the factory (vs. third-party companies), it's much easier to find an authorized OEM dealer to service and repair the system under the vehicle's factory warranty if there are issues.

#2. "OVER-THE-AIR" UPDATES ON NEW FREIGHTLINER CASCADIA.



Image courtesy of Daimler Trucks North America

Beginning this past fall, owner-operators and fleets with the new 2018 Freightliner Cascadia equipped with a Detroit engine have been able to use the full "over-the-air" functionality of Detroit Connect Remote Updates, including the ability to remotely and securely program select engine parameters and accept Detroit-initiated

firmware updates.

"By delivering over-the-air programming capabilities, we are giving fleets the tools to maximize uptime and optimize vehicle performance, while reducing the need for our customers to pull into the shop and plug in every time they want to change a parameter, upload a firmware update, or download a Detroit Diesel Electronic Control (DDEC®) report," said Lauren Attinasi, product strategy manager, connectivity at Daimler Trucks North America.

The engine parameter programming capability gives customers the flexibility to build their own parameter profiles using the Detroit Connect portal, which they can use to update one truck, a set of trucks, or their whole fleet at once. Some of the parameters that can be updated include maximum road speed, maximum cruise speed, idle shutdown time, and idle shutdown minimum/maximum ambient air temperature.

And with remote updates, Detroit engineers can send firmware updates "over-the-air" to electronic control modules on Detroit-powered new Cascadias. Owner-operators and fleet owners are notified through the Detroit Connect portal when a firmware update is available and given a detailed overview of the change. Upon owner approval, the encrypted, truck-specific firmware packages are transmitted directly to the selected vehicle and, from there, the driver can accept the final firmware installation once parked in a safe location with the engine off.

So what?

This is an important development because the ability to update the truck's software and firmware over a wireless connection—instead of having to take it to the shop—enables you to reduce downtime,

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while keeping your truck (or trucks) on the road making money and operating as efficiently as possible.

And as the value of “over the air” updates is proven on new Detroit-powered Cascadia models, expect to see this type of technology becoming more prevalent with other truck manufacturers in the near future.

#3. BIG REDESIGN FOR SPRINTER VAN WITH U.S. PRODUCTION

At the first North American Commercial Vehicle Show (NACV) in Atlanta in September, Mercedes-Benz Vans unveiled the first details of its redesigned Sprinter van for 2018.

Along with changes to the body styling, new features will include the introduction of driving assistance systems and connectivity services in combination with new telematics, which the company said will “bring a leap forward in efficiency for vehicle and fleet management.”

The market launch will begin in Europe in the first half of 2018, with other markets, including the U.S., to follow shortly.

After Germany, the U.S. is the second-largest individual sales market for the Sprinter van. The automaker says that with the new Sprinter plant currently under construction in North Charleston, South Carolina, the Mercedes-Benz vans business unit will be able to meet the demand from North American customers “even more economically with vehicles ‘made in the USA’ and significantly reduce delivery times in this market.”

So what?

The Sprinter van is one of the most popular cargo vans for the expedited trucking sector, along with other high-roof Euro-style vans, like Ford Transit and RAM Promaster. So, this is an important development for two key reasons.

First, if you’re looking to replace your van within the next six months or so, you may want to watch for more details on this product as it comes to market in the U.S. How will the new styling and powertrain options enhance aerodynamics and fuel economy? What driver-assistance systems will be available for Sprinter? Which of those systems will be standard and which will be options?

And, second, how will manufacturing the van in the U.S. actually impact pricing? In theory, this should make the vehicle more affordable. So, watch this space. **EN**



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Premium Transportation Logistics DRIVER Q&A



MARTY & MELISSA GRANGER WHERE ARE Y'ALL FROM?

My wife, Melissa and I are pure Cajuns from south Louisiana. We currently reside on Toledo Bend Lake in northwest Louisiana.

FAVORITE TYPE OF MUSIC?

We both enjoy most music and lets face it, music is a necessity while driving. On the top of our list is Cajun and Swamp Pop.

HOW DID Y'ALL GET INTO THE EXPEDITE INDUSTRY?

Prior to our start in the expedite world, I was in the oilfield and Melissa was a Respiratory Therapist. With the downfall of the oilfield I started to pursue different fields of interest. Trucking caught our attention right off! We could work

together, get to see the beautiful country we live in and provide an income. After completing CDL school we drove tractor trailers for only a short time. It was then that we had the opportunity to meet an incredible fleet owner, Susan Medlin. We quickly realized that team driving a straight truck was our calling. I mean really, it's a condo on wheels!

WHAT IS CAJUN EXPEDITED?

Our journey in expediting was wonderful and we figured that becoming owner/operators was an option for us. So, in May 2017 Cajun Expedited was born. It just seemed fitting for our heritage to become a part of our company. The following month we became the proud owners of our first straight truck! Just as we were becoming comfortable with being Owner/Operators, another door opened for us to pursue fleet status with a second truck.

CONTINUED ON PAGE 28
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With our plans to expand to fleet status, we began doing research on different expedite carriers. Jeff Curry with Premium Transportation Logistics was highly recommended due to he and Jim Welchs history in expediting. Our main interest in PTL was their "re-building" status. We made the decision to grow our company with PTL. Although we have only been with PTL a few months we are satisfied and already feel at home!

WHAT RECOMMENDATIONS DO YOU HAVE FOR OTHERS IN THE INDUSTRY TRYING TO DO WHAT YOU DO?

First, setting goals and researching all avenues with 100% determination is essential. Next, always expect the unexpected bumps in the road. We had an incident with a deer in our first month as owner/operator. It was very discouraging, but we managed. A couple months later, Melissa had emergency surgery and was out 4 weeks. This could have been a major setback had we not been prepared.



JERRY ALBANO

THANKS FOR YOUR TIME JERRY. WHERE ARE YOU FROM?

Decatur, Alabama

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HOW DID YOU GET INTO THE EXPEDITE INDUSTRY?

After I retired from Lumber Wholesale in North Alabama I got into driving.

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WHAT CARRIER DO YOU RUN WITH?

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The State of Expedited Trucking: 2018 FORECAST



EXPEDITE NOW
MAGAZINE

By Sean M. Lyden,
Staff Writer

BUSINESS

"Expedite Now asked four industry experts to peer into their crystal ball and share what they see for 2018. Here are their insights.."

What are the key trends to watch in expedited trucking in 2018? What will be the impact of the ELD (electronic logging device) mandate? What is the outlook for fleet owners? And what direction is the expedite market, as a whole, heading—will it grow, hold steady, or hit economic headwinds?

Expedite Now asked four industry experts to peer into their crystal ball and share what they see for 2018. Here are their insights.

ELD IMPACT

"I think 2018 will see a little bit of a 'shaking out' of the industry because of the ELD mandate," says John Elliott, chief executive officer for Load One LLC, an

expedited trucking carrier headquartered in Taylor, Mich. "It will force carriers to operate legally, which will level the playing field for those carriers that are already using ELDs and operating properly within the hours of service (HOS) regulations. I think some carriers who survived and profited by exceeding the HOS regulations will have to compete legitimately. I think many of them will not be able to, and we'll see some smaller expedite carriers close their doors."

According to Stu Sutton, CEO of Full Circle TMS, a Toronto-based transportation management software firm, the mandate may lead to some drivers leaving the industry, putting a strain on capacity—at least initially.

"There are some drivers who resist change and resist this concept of having

CONTINUED ON PAGE 32 
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to be automatically tracked,” says Sutton. “I was speaking with a customer recently who said that they’re hearing grumblings from drivers who are talking about taking the remainder of December off after the ELD mandate goes into effect (on December 18). They’re talking about taking that time off to see what’s going to happen. And I know that’s around Christmas time, but it’s still going to be an impact if you lose that kind of capacity of trucks.”

FLEET OWNER GROWTH

For the past five years, fleet owners have been the fastest growing segment of attendees at Expedite Expo, the annual industry event focused exclusively on the expedited trucking sector. Does that trend accurately reflect what’s happening in the wider expedite market? And what is the outlook for the fleet owner segment in 2018?

“The recent trend (past ten years) has been the growth of the fleet owner vs. owner-operators,” says John Mueller, founder of The Transportation Station LLC, a Toledo, Ohio-based consulting firm that provides a full-range of regulatory and safety compliance services to trucking companies.

WHY? WHAT’S DRIVING THAT TREND?

“Since the economic decline of 2008, financial institutions have tightened lending policies and practices, now

demanding larger down payments and higher credit scores of borrowers, which has become increasingly difficult for interested potential owner-operators to secure first-time financing,” says Mueller. “But like the housing sector, the truck financing sector has been softening lately. I would venture to guess that soon we should see the return of reasonable lending guidelines for trucks.”

Sutton says that the growth in fleet owners is a welcomed trend for carriers when it comes to recruiting drivers. “There’s a lot of work to the recruiting. So, if I’m a carrier and can get a fleet owner who has five drivers, I’ve just increased my capacity by five trucks, which is a lot easier than recruiting one driver at a time. That is, as long as the carrier keeps that fleet owner happy. Otherwise, if they don’t keep that fleet owner happy, those five trucks will go away real quick.”

But, as Elliott points out, driver recruiting and retention is a challenge for fleet owners, too. “I think fleet owners will continue to grow in 2018,” says Elliott. “But finding good drivers seems to be the biggest hinderance to that growth.”

John Lalonde, sales representative for Buckeye Western Star in Columbus, Ohio, agrees. “The challenge for fleet owners will continue to be drivers—or lack thereof. The small fleets and owners that are creative and continue to evolve with the business will attract drivers and prosper.”

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CARGO VAN CAPACITY

What about cargo van capacity? In recent years, there has been a decline in demand for cargo vans vs. straight trucks in expedited trucking applications. Any changes to that trend?

"I think van usage will trend up," says Elliott. "As demand heats up and straight truck capacity is strained, vans will be needed more than ever. Since vans aren't tied to the HOS regulations, I think they will be needed quite a bit to get smaller shipments or partial shipments to plants while the truckload now takes longer to get there."

Says Mueller, "There will always be a demand for cargo and Sprinter vans in the expedite industry. For some time, we have seen a flood of these vehicles into the industry because they are the easiest vehicle to use to gain entry into the industry. I am amazed that some enterprising individuals have been very successful in establishing new expedite companies based on the van configuration without the use of larger straight trucks or tractors. These individuals have been able to see a specialty niche and provide a superior service."

MARKET TRAJECTORY

Is the expedited trucking market growing, holding steady, or heading into economic headwinds?

"I think we will see the expedite market grow in 2018," says Elliott. "ELD's will cause a disruption in the market for most

likely 6 months. Shippers, brokers and 3PLs (third-party logistics providers) are going to have to adapt quickly. As the truckload carriers and shippers go through this process it will force an increase in the number of expeditors needed. And continued growth of the economy will also increase truck traffic, which, in turn, will increase the number of expeditors needed. I think teams will especially benefit as more runs will not be able to be completed by singles and will require team service. Teams may see an increase in 550 to 700 mile runs that singles can no longer make work like they may have done on paper logs."

Sutton's outlook: "I would say holding steady at least for 2018. And if the economy keeps on rolling like it is, there's going to be even stronger demand for drivers, which will push up drivers' pay, which will then push shippers to pay more money, driving up the cost of transportation."

Says Mueller, "I forecast growth for the expedited market as well as the trucking market as a whole. There is a shrinking pool of drivers and also a quickly diminishing owner-operator pool. Until pay rate increases for drivers and owner-operators fully materialize, these pools will continue to shrink. At this time, we are seeing many large carriers (within the trucking industry) announce pay increases for both drivers and owner-operators. The need for capacity from the truckload industry may easily spill over into the expedite sector." **EN**



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THE WOMEN IN TRUCKING ASSOCIATION & EXPEDITER SERVICES ANNOUNCE PROGRAM AIMED AT DEVELOPING 150 WOMEN-OWNED BUSINESSES OVER NEXT 12 MONTHS



Women In Trucking President & CEO Ellen Voie, in her annual presentation during the organization's Accelerate! Conference & Expo, today announced an innovative new program that will serve as a platform to assist in establishing 150 new women-owned small businesses within in the transportation sector over the next 12 months. The program – developed as part of a strategic partnership with Expediter Services, one of the industry's leading providers of capacity – will offer accessible financing as well as operational and business support for women interested in entering the trucking industry.

The goal of the new program from Women In Trucking (WIT), as Voie noted in her presentation at the conference, is focused on key areas of need within the trucking industry. The program, in utilizing infrastructure developed through the expertise of Expediter Services, offers a proven platform for women who are

interested in learning about and growing within the trucking industry. The women in the program will be on a path to establishing their own small businesses as owner-operators and fleet owners in a market that now has a driver shortage approaching 50,000, according to the latest industry estimates.

WIT's new program also offers a strong solution in a challenging driver market for carriers seeking capacity growth to meet the increasing shipping needs of customers. As part of her presentation at Accelerate!, Voie issued a challenge to the carriers attending the annual WIT conference and to carriers across the industry. In considering the number of small businesses and owner-operators WIT's new program seeks to develop over the next year, Voie challenged carriers to help create opportunities for these women entrepreneurs by utilizing their services as a way to address capacity needs.

Expediter Services President Jason Williams, a WIT Board of Directors Member and a participant in a panel discussion following Voie's presentation, announced on Tuesday that Panther Premium Logistics and Forward Air had become the first carriers to pledge their support in welcoming the capacity that will be generated by the small businesses produced through WIT's new program.

"One of the goals of Women In Trucking Association is to address obstacles a woman might face in her career. For drivers, this is often about obtaining funding, which our partnership with Expediter Services will eliminate. Not only will she receive financial support, she will learn how to become a small business owner in the process. We are so excited to be able to provide this service to our members," said Voie.

In addition to becoming the leading source of capacity to the expedited transportation market during the past decade, Expediter Services has developed a highly effective platform offering strong entrepreneurial opportunities in general trucking through SuccessInTrucking.com, a website dedicated to prospective owner-operators and fleet owners. SuccessInTrucking.com also features programs designed to address the needs of carriers seeking capacity.

"We value the partnership that Expediter Services has built with Women In Trucking, and, through our experience in developing our scope of services, we know that women are a very important and growing part of a changing marketplace in trucking. We have been working for some time now to put the financing, operational support and infrastructure in place that can serve as a strong springboard for the launch and growth of 150 new women-owned small businesses over the next year," said Williams. "Everything is now in place, and the industry is responding. We are proud to have Panther Premium Logistics and Forward Air as the first carriers on

board to provide the participants in the program a great freight environment to work within. We could not have asked for better support to ensure the success of a program that is the first of its kind in the industry. Expediter Services is committed to helping the women entrepreneurs entering this program find their path to success in the trucking industry."

Those interested in learning more details about the program are encouraged to contact Expediter Services with a phone call or email. The toll-free number for Expediter Services is 877-349-9303, while the email address is recruiting2@expediterservices.com.

About Women In Trucking: The Women In Trucking Association, Inc. is a nonprofit association established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. Membership is not limited to women, as 17 percent of its members are men who support the mission. Women In Trucking is supported by its members and the generosity of Gold Level Partners: Arrow Truck Sales, Bendix Commercial Vehicle Systems, Daimler Trucks North America, BMO Transportation Finance, Expediter Services, Great Dane, J.B. Hunt Transport, Ryder System, Inc., U.S. Xpress, and Walmart. Follow WIT on Twitter, Facebook, or LinkedIn. For more information, visit womenintruck.org or call 888-464-9482.

About Expediter Services: "Expediter Services is a one-stop service focused company offering programs and opportunities to independent contract drivers and owner operators throughout the trucking industry through its wholly owned subsidiaries: Expediter Contract Driver Services, Expediter Equipment Finance, Expediter Truck Sales, Expediter Management Services, and Expediter Insurance Services." For more information, visit expediterservices.com or call 877-349-9303.

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