



**ACT**  **Research**

**MARKET**

COLUMBUS, IN

AUGUST 22-24, 2023

**ITALS**

*THE CURRENT & FUTURE  
HEALTH OF THE INDUSTRY*

**MARKET**

AUGUST 22-24, 2023

COLUMBUS, IN

**VITALS**

THE CURRENT & FUTURE  
HEALTH OF THE  
INDUSTRY

# MARKET VITALS: THE CURRENT & FUTURE HEALTH OF THE INDUSTRY

THE ACT RESEARCH TEAM WILL PROVIDE THE N.A. COMMERCIAL VEHICLE & TRANSPORTATION INDUSTRIES OUTLOOK FOR 2023-2028. IN ADDITION, WE WILL BE HOSTING INDUSTRY EXPERT GUESTS TO DISCUSS THE CURRENT AND FUTURE HEALTH OF THE INDUSTRY TO SUPPORT YOUR PLANNING AND BUDGETING.

AUGUST 22-24, 2023 || THE COMMONS || COLUMBUS, IN



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**AUGUST 22-24, 2023**

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**MARKET VITALS: THE CURRENT & FUTURE HEALTH OF THE INDUSTRY**  
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# WELCOME RECEPTION



**August 22, 2023 || 6:00 - 9:00 PM ET**

For years, it has been a tradition at the ACT seminar to welcome our guests by organizing an evening of hor d'oeuvres and discussion on the first day of the event. We are delighted to continue this practice at Market Vitals: Seminar 69. The welcome reception will take place at The Commons, where our attendees can enjoy engaging conversations and a vibrant atmosphere. As always, ACT is proud to host this special occasion for our valued guests.

The reception will be held at The Commons, 300 Washington St., Columbus, IN 47201.



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# TESTIMONIALS

## WHAT ARE OTHERS SAYING ABOUT ACT RESEARCH SEMINARS?



### **Justin Walskey**

SAF HOLLAND

"I was originally introduced to the ACT seminar as a professional development opportunity...[There's] so much value from the information presented to the people I got to meet and the friends in the industry I was able to develop over the years...I've made a case at my company to attend every event."



### **Robert Brown**

SPARTAN RADAR

"It is a can't miss...An incredible group of people across the industry...A great lineup of speakers and panels...You get the quality and intimacy of the connections..."



### **Bob Kern**

CUMMINS INC.

"The biggest thing [about the ACT seminar] is connecting with industry folks I work with."



# DAY 2 INDUSTRY SESSIONS

AUGUST 23, 2023 | THE COMMONS



**7:30 AM**

**CONTINENTAL BREAKFAST & REGISTRATION**

**7:50 AM**

**WELCOME & OPENING COMMENTS**

**8:00 AM**

**ECONOMIC PANEL: NO-GO, SLOW-GO, OR GO-GO: BUSINESS CONDITIONS IN 2024 & BEYOND**

Jim Meil  
ACT Research,  
Principal, Industry Analysis

Chris Kuehl  
Armada Corporate Intelligence,  
Managing Director

David Teolis  
Former Deputy Chief Economist

Moderator: Kenny Vieth  
ACT Research  
President, Senior Analyst

Business enterprises have had to navigate two years of reefs, riptides, and rapids without being rocked by recession. Despite war, inflation, monetary policy rate hikes, and supply chain challenges, the economy has kept expanding, though sometimes at a plodding pace. Will 2024 see it continue on a subpar but stable path? Perhaps accelerate? Or finally dive into a downturn? ACT Market Vitals: The Current & Future Health of the Industry will kick off with three panelists who are not only veteran crystal ball gazers, but long-time advisers to C-suite decision makers at Fortune 500 companies. With their insights (and your questions) we are confident Seminar 69 will be off to a rockin' start.

**9:15 AM**

**BREAK**

**9:30 AM**

**ELECTRIFICATION OF THE COMMERCIAL VEHICLE SEGMENT: TRENDS, TRIALS & TRIBULATIONS**

Rick Dauch  
Workhorse  
CEO

There are many parts that make up an EV company's path to success. Drawing on his years of experience in leadership roles at companies such as Delphi Technologies, Accuride, American Axle, and Acument, Rick Dauch will outline the regulatory and competitive forces that have shaped decisions in his current role as CEO of Workhorse, and discuss how the company's current line of fully electric trucks is headed for the sweet spot in the commercial EV space.

**10:15 AM**

**A LOOK AT OUR EVOLVING INDUSTRY, MEGA TRENDS, AND A FUTURE-FOCUSED CORPORATE CULTURE**

Rick Mullinix  
Great Dane Trailers  
President and COO

Great Dane's company culture is adapting and responding to industry trends, new technology, and future challenges. How can we respond to the needs of our customers while preparing our workforce in a rapidly changing industry?

**11:00 AM**

**FIRESIDE CHAT: MANAGING THROUGH THE FREIGHT CYCLE**

John Diez  
CFO  
Ryder

Steve Tam  
ACT Research  
Vice President, Analyst

John Diez, CFO of Ryder System Inc, will share his thoughts on numerous industry issues, including the current market environment, it's impact on the business, and how Ryder is helping its customers manage through down cycle. ACT's Steve Tam will join John in a fireside chat.

**11:45 AM**

**JOINT Q&A**

**12:00 PM**

**LUNCH**



# DAY 2 INDUSTRY SESSIONS

AUGUST 23, 2023 | THE COMMONS



## 1:00 PM

Bill Van Amburg  
Exec VP Emeritus/Strategic Advisor,  
CALSTART Strategic Advisor, Zero  
Emission Commercial Vehicles

Lydia Vieth  
ACT Research  
Research Analyst, Electrification & Autonomy

## REGULATORY ROADMAP

The climate is changing and so are regulations. In this session, we will discuss the state of current and upcoming regulations from CARB and the EPA – everything from ZEV mandates and federal incentives to GHG and NOx emissions. How do these impact the trucking landscape? Where are the challenges? And where are the opportunities? Join us for a wide ranging discussion on how regulations are changing and challenging the industry."

## 1:45 PM

Jose Samperio  
Cummins Inc.  
Executive Director and General Manager,  
North America On-Highway

## THE ROAD AHEAD

It's undeniable that the move to lower emissions technologies is happening. Regulations, ESG goals, and investments in new technologies from OEMs and suppliers are indicators that the shift is progressing. We'll review key considerations for fleets when selecting lower emissions technologies as well as steps fleets can take to help further their goals on the road ahead.

## 2:30 PM

Wiley Deck  
Plus  
Vice President of Government Affairs and  
Public Policy

Lydia Vieth  
ACT Research  
Research Analyst, Electrification & Autonomy

## FIRESIDE CHAT: AUTONOMOUS DRIVING FOR COMMERCIAL VEHICLES

Wiley Deck, Vice President of Government Affairs & Public Policy at Plus and past Deputy Administrator FMCSA joins us in a fireside chat to share his knowledge on the past, present, and future for autonomous driving for commercial vehicles. ACT Research recently published an extensive report on autonomous commercial vehicles, DRIVING AUTOMATION: Commercial Transportation's Pursuit of Level 4 Autonomy, that forecasted adoption of driver out technologies from 2023 through 2040. Wiley and ACT's Lydia Vieth will discuss those findings along with more recent developments in the AV industry and inform audience participants on what to expect over the next few years, as well as into the next decade. Join us for what will definitely be a dynamic and informative session!

## 3:15 PM

## BREAK

## 3:30 PM

Laura Perrotta  
ATD  
President

Jodie Teuton  
Kenworth of Louisiana  
Co-founder & Vice President

Maria Sherwood  
Sherwood Trucks  
Finance Manager & CIC

Moderator: Steve Tam  
ACT Research  
Vice President, Analyst

## DEALER PANEL

More than three years have passed since the global pandemic began, but the commercial vehicle industry is still struggling to supply all the equipment its customers desire. During this portion of the seminar, we will explore how the environment has changed, what dealers have done to adapt, and what the customer experience looks like in the aftermath. We will also discuss longer-term, bigger picture lobbying and legislative efforts with the potential to make meaningful changes in our industry that are underway.

## 5:00 PM

## WRAP UP



# A GUIDE ON YOUR JOURNEY

Destination Zero™ is Cummins' strategy to go further, faster to reduce the greenhouse gas and air quality impacts of its products. Cummins' advances in engineering are developing tangible technology for the next generation of fleets. Our consultative approach first understands your goals, then helps you shape your plan to achieve them.

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A WORLD  
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ALWAYS ON™**

# NETWORKING DINNER

MARKET



THE CURRENT & FUTURE  
HEALTH OF THE INDUSTRY

**AUGUST 23, 2023**

**6:00 - 9:00 PM**

**THE ACT OFFICE - 4440 MIDDLE RD.,  
COLUMBUS, IN 47203**

Come and join us for a delightful networking dinner, which has always been a highlight of the seminar. The event promises to offer savory food, beer, spirit, and abundant opportunities to connect, network, and mingle with your fellow seminar attendees. This tradition was first started by Ken Vieth at his farm more than 30 years ago, and over the years, we've enjoyed Hoosier hospitality at various venues such as the "Farm," Kenny Vieth's "Barn," and ACT's "Garage" and "Lodge."

After a long and fruitful day of learning, come and unwind with us at the ACT networking dinner to relax and reconnect with others.

During the dinner, you'll have the opportunity to get up and personal with Workhorse vehicles. Workhorse will showcase their W750 and W56 models, while allowing you to take a ride in Workhorse's W56.

Casual attire is welcome, and we look forward to seeing you there!



**WORKHORSE™**

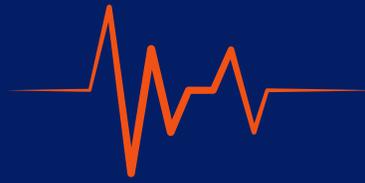


**NETWORKING DINNER SPONSORED BY:**



# DAY 3 INDUSTRY SESSIONS

AUGUST 24, 2023 | THE COMMONS



**7:30 AM**

**CONTINENTAL BREAKFAST**

**7:50 AM**

**WELCOME & OPENING COMMENTS**

**8:00 AM**

Tom Moore  
NPTC  
Executive Vice President

Michael Schwersenska, CTP  
Brakebush Transportation, Inc.  
General Manager

**THE PRIVATE FLEET MARKET**

Representing 50% of the trucking industry, private fleets provide companies with control over the supply chain and satisfies customer demand — safely, efficiently, and cost-effectively. Despite facing numerous challenges, the private fleet model continues to make sense. Come learn more about this vital segment as two of its leaders share insights about the attributes and challenges.

**8:45 AM**

Steve Tam  
ACT Research  
Vice President, Analyst

**USED TRUCK: A MARKET IN FLUX**

Demand is soft, inventory abounds, and values are still falling from record highs. Yet, there is still a lot to like about the used truck market. In this presentation, we will examine where the market is headed, when it will inflect, and our expectations for values.

**9:30 AM**

Amit Prasad  
Nolan Transportation Group  
Chief Data Science Officer

Tim Denoyer  
ACT Research  
Vice President, Senior Analyst

**A TURNING POINT IN THE FREIGHT CYCLE**

The bottoming process has been dragging on for a while now. We'll explore the critical questions regarding how quickly capacity will leave the trucking industry and freight demand will recover. Tim is honored to have a brilliant expert joining the presentation to provide a perspective from the logistics industry. Amit Prasad of Nolan Transportation, a large, privately held freight broker, will share his insights and expectations for the freight cycle. Key topics will include how industry capacity is evolving in terms of drivers, equipment, for-hire fleets, owner-operators, and private fleets, and we'll address what it means for freight rates and equipment demand.

**10:15 AM**

**BREAK**

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NATIONAL TRAILER DEALERS ASSOCIATION



# DAY 3 INDUSTRY SESSIONS

AUGUST 24, 2023 | THE COMMONS



## 10:30 AM

Kenny Vieth  
ACT Research  
President & Senior Analyst

Jennifer McNealy  
ACT Research  
Director, CV Market Research Publications

## CLASS 8 & TRAILERS: MARKET UPDATES & FORECASTS

Supply-chain constraints – Which are done and which ones still linger?

Pent-up demand – How long will it last and why?

Regulatory calendar – How do regulations impact demand?

Join us for a discussion about these and other questions that are shaping our view of the Class 8 and US trailer markets, as the cycle unfolds and we switch from the rearview mirror to the windshield ahead.

## 11:45 AM

Steve Tam  
ACT Research  
Vice President, Analyst

## MEDIUM DUTY: WAITING PATIENTLY

Thanks to outsized customer demand, production and sales of medium duty vehicles are expected to hold up well in 2023. However, customers are still waiting patiently for the units they have on order. As demand is sated and regulations look, the future will be in a state of flux for the remainder of the forecast horizon. In this session, we will review the dynamics that are behind buyer's frustrations and discuss the impacts on the fleet.

## 12:30 PM

## WRAP UP



Phone: (810) 229-5960  
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# NETWORKING LUNCH



## August 24, 2023 || 12:45 PM ET

Stick around! On the last day of the event, our guests will be treated to a lunch hosted by ACT Research. Location: Luciana's Mexican Restaurant & Cantina, 310 Washington St., Columbus, IN 47201.

This will be an excellent opportunity to reflect on the invaluable insights gained during the seminar and exchange your final learnings with your peers.

During this time you'll have the opportunity to experience The Accelera by Cummins battery electrified truck. It is a fully electric class 6 pickup and delivery vehicle demo unit with a PowerDrive™ 6000. This vehicle is a demonstration truck created from Accelera PowerDrive 7000 production hardware. The production PowerDrive 7000 all-electric drivetrain system is commercially available for school bus and medium duty truck applications.



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# INITIALS

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Cliff	Abbott	Correspondent	The Trucker Media Group
Ted	Amirault	Director - Commercial Vehicle Sales	Waupaca Foundry, Inc.
Thomas	Amlie	Project Manager	Barksdale Inc.
Irina	Baciu	Salesforce Business Analyst	Mitsubishi HC Capital America
Behnam	Bahrami	Global SBP Director	Cummins Inc.
Hugo	Beltran	CEO	Genesis Capital Finance
Aki	Bentley	Business Development Director	Cummins Inc.
Julian	Bideau	Operations Manager	Continental Tire Americas, LLC
Ann	Brodette	Senior VP of Sales	Mitsubishi HC Capital America
Gwen	Brown	President	National Trailer Dealers Association
Daniel	Castro	Director-Product Development	Penske Truck Leasing
Ritika	Chhabra	Market Intelligence Manager	Great Dane
John	Choi	Market Analyst	Dana
Suzanne	Claypoole	Director - Digital Experience Planning & Administration	Penske Transportation Solutions
Whitney	Cockrell	Capacity Forecasting Analyst	Hendrickson
Piyali	Cole	Director-Product Development	Penske Truck Leasing
Darian	Collier	Data Management Specialist	ACT Research Co.
Steve	Conrad	Manager of Customer Success and Training	Workhorse Group
Rachel	Coogan	Sr. Market Research Analyst	BorgWarner
Anshuman	DasGupta	Demand Planning Manager	Cummins, Inc.
Margie	Dasovich	Research Manager and Analyst	ACT Research Co.
Rick	Dauch	CEO	Workhorse
Andres	Davila	Sr. OEM Operations and Customer Service Manager	SISAMEX
Wiley	Deck	VP of Government Affairs and Public Policy	Plus
Tim	Denoyer	Vice President and Senior Analyst	ACT Research Co.
Jeff	DeWilde	Market Intelligence	SAF-Holland
John	Diez	EVP & CFO	Ryder Systems, Inc.
Aditya	Dixit	President - International Marketing & Sales	Steel Strips Wheels Limited
Beatriz	Duquesne	VP, Pricing	Ryder System, Inc.
Jim	Eaton	Director, OE Business Development	Netradyne
Tim	Eimermann	Market Insights Leader	Thermo King
David	Fast	Director of Transportation	Gruma Corporation
Zoltan	Ferencz	Director Remarketing Sales	Volvo
Drew	Franzen	VP Transportation	Crane Composites
Fred	Freers	Market Insights	Cummins
Seth	Gatto	Manager of Market Intelligence	Volvo Group Trucks North America
John	Gleason	Director of Transportation Sales	OMCO Roll Forming Plus
Mark	Hall	General Manager - Trailers	Stoops Freightliner - Quality Trailer, Inc.
Chris	Hammond	EVP Sales	Great Dane
Rob	Henson	Sr. BI & Market Analyst	Continental Tire Americas, LLC
Carl	Hill	President	Hill Manufacturing Inc.
Vicki	Hill	Vice President	Hill Manufacturing Inc.
Brandy	Horne	Data Science	DTNA
Daisuke	Hosokawa	Vice President	NGK Automotive Ceramics USA Inc.
Laura	Jaquins	Credit Manager	Genesis Capital Finance
Shannon	Jolgren	Manager Market Planning	TTX Company
Brian	Jung	Director	Hyundai Translead
Jeff	Kauffman	Partner	Vertical Research Partners

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# INSIGHTS

THE CURRENT & FUTURE  
HEALTH OF THE INDUSTRY

Robert Kern	Market Insights Manager
Colleen Kiefer	Marketing Manager
Don Kim	Sr. Manager
Matthew Krasney	Vice President-New Product Development & Strategy
Paul Kretekos	Sales
Chris Kuehl	Managing Director
Akshay Labhsetwar	Sales Director
Kat Laker	Director, Regulatory Compliance
Paul Larson	Account Manager
Lesley Lopez	Director of Marketing
Ian MacDonald	VP Sales, Americas
Kirk Mann	Executive Vice President and Head of Business
Maggie Marrick	Senior Market Intelligence Analyst
Kaylee May	Development and Communications Manager
Tom McDonald	Product Marketing
Ian McGriff	VP of Marketing, Business Development
Jennifer McNealy	Director, CV Market Research & Publications
José Medina	Director Compras y Cadena de Suministros
Jim Meil	Principal, Industry Analysis
Erin Mohney	NA Market Intel Mgr.
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Rick Mullinix	President and COO
Mary Murphy	Director of FP&A
Christopher Newman	Business Intelligence Analyst
Armando Nieves	Radio Frequency Engineer
Joe Owen	President
Matthew Palay	Associate
Chris Papa	Sales Director
Jeff Parrish	Sr. Product Manager
Laura Perrotta	President
Muzammil Poonawala	Assistant General Manager - Marketing and Sales
Amit Prasad	Chief Data Science Officer
Pamela Riley	Manager of Customer Insights
Ann Rundle	Vice President, Electrification & Autonomy
Mike Rutherford	Vice President of Used Trucks
José Samperio	Vice President and GM, North America On-Highway
Ricardo Sanchez	Transportation Manager
Dave Sandei	Director
Bardia Sareh	Sales & Business Development Manager
Rick Schmitgen	Market Research Manager
Bailey Schnur	Publications & Office Coordinator
Michael Schwarsenski	General Manager
Adam Seiden	Director
Maria Sherwood	VP
Tim Spilka	Director of Corporate Forecasting
Debby Steinbarger	Officer Manager
Nathan Streeter	CCO
Steve Tam	Vice President, Analyst

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ACT Research Co.  
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Penske Truck Leasing  
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Mitsubishi HC Capital America  
Goodyear  
Greater Indiana Clean Cities, Inc.  
Workhorse  
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ACT Research Co.  
Eaton Cummins Automated Transmission Technology  
National Private Truck Council  
Great Dane  
ATC Transportation  
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Armando Nieves  
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Barclays  
Axalta  
DANA Incorporated  
American Truck Dealers  
Steel Strips Wheels Limited  
Nolan Transportation Group  
Penske Truck Leasing Co., L.P.  
ACT Research Co.  
M&K Truck Centers  
Cummins Inc.  
Mission Foods  
Ryerson  
Thyssenkrupp Forged Technologies  
Peterbilt Motor  
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David	Teolis	Former Deputy Chief Economist	General Motors Company
Jodie	Teuton	Dealer Principal	Kenworth of Louisiana
Kevin	Trapp	Global Road Category Manager	Eaton
Jeff	Trent	Director, Marketing	MAHLE
Maira	Trimble	Senior Economist	Eaton
Uma	Vajapeyazula	Market Strategy Director	Cummins Inc.
Bill	Van Amburg	Strategic Advisor, Zero Emission Commercial Vehicles	Strategic Advisory, CALSTART Emeritus
Jerry	Vest III	Director Market Planning	TTX Company
Kenny	Vieth	President & Senior Analyst	ACT Research Co.
Lydia	Vieth	Research Analyst, Electrification & Autonomy	ACT Research Co.
Carter	Vieth	Research Associate	ACT Research Co.
Justin	Walskey	Pricing and Forecasting Manager	SAF Holland
Amanda	Williams	Account Manager	ACT Research Co.
Heather	Wilson	Chief Commercial Officer	BMO
Ryan	Winship	Senior Manager Pricing Strategy & Operations	Great Dane
Jim	Woods	Regional Sales Manager	OMCO Roll Forming
Xinyu	Zheng	Market Intelligence Analyst	ZF Group
Michael	Zimm	Analyst	BMO

# SAVE THE DATE

**MARKET**

SEMINAR 70

COLUMBUS, IN

FEBRUARY 20-22, 2024

**VITALS**

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Host a Ride Along at our next seminar! Prominently display your vehicle during the event and host a Ride Along during the networking dinner. Email Ian McGriff, [imcgriff@actresearch.net](mailto:imcgriff@actresearch.net) to host your Ride Along.

## REGISTER

Register for our next seminar. Click [HERE](#) to register for Market Vitals: Seminar 70 on February 20-22, 2024.

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# THANK YOU FOR YOUR EXPERTISE AND SUPPORT!



**Sponsorship & Speaking Opportunities**

**Available for Seminar 70 & 71**

Contact Ian McGriff, [imcgriff@actresearch.net](mailto:imcgriff@actresearch.net)

