



Technology Monitor

Mackay & Company

CHANGE IS COMING. DO YOU KNOW HOW IT WILL IMPACT YOUR BUSINESS?

The pace of new technology incorporated into the designs of trucks and trailers has accelerated at a dramatic rate over the past several years. What technologies and innovations will become standard? How will the market respond, what are fleets looking to include in future truck and trailer purchases and most importantly when?

According to our latest fleet survey, alternative powered vehicles represent a small portion of the current Class 6-8 truck and school bus population. But change is coming, and it will become increasingly more important to better understand fleets' future plans, including when and if they purchase.

Power Type	Survey Yr 2019 (Current Use)	2 to 3 Yrs (2022)	5 Yrs (2024)	10 Yrs (2029)
ICE (Internal Combustion)	99.9%	99.5%	97.5%	93.8%
Electric (BEV), biodiesel, hydrogen/electric, Other	.1%	.5%	2.5%	6.2%

Power Type	Survey Yr 2022 (Current Use)	2 to 3 Yrs (2025)	5 Yrs (2027)	10 Yrs (2032)
ICE (Internal Combustion)	98.4%	97.4%	94.7%	88.4%
Electric (BEV), biodiesel, hydrogen/electric, Other	1.6%	2.6%	5.3%	11.6%

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This new report will define fleets' actual steps and activities taken (or not taken) in their evaluation and consideration of new technologies. In addition, this study will probe to understand fleets' awareness of technologies and providers of new products (and related products).

The initial study will address alternative power for medium and heavy duty trucks and school buses, and will provide a base for future updates. The second survey and report will focus on fleets' awareness, evaluation, purchase timeline plans and actual purchases of recent and potential technologies like ADAS related product total autonomous vehicles, 2x6, regenerative braking, etc.

This study will be based on a large scale survey of fleets of different vocations, vehicle classes, fleet sizes and regions of the country. The adaptation and purchase of new technologies will not occur evenly across the vehicle universe, so it will be important to identify where the differences are and what segments and or technologies will lead in adoption.

If your company needs a better understanding of where fleets are in their potential purchase of these technologies, other than hearing a couple opinions at a conference or in a industry article, please consider our Technology Monitor Report.

Deliverables



Report

Final report will include a review of the methodology, a profile of the survey respondents, an executive summary and detailed study findings.



Webinar Review

A webinar will be conducted to examine the findings of the report with ample time for questions.

WHO IS MACKAY & COMPANY?

MacKay & Company is the information expert. We drive business intelligence. The scope of our practice includes analysis of original equipment and aftermarket potential, strategic options, distribution, valuation and much more.

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