



Seminar 60

NA COMMERCIAL VEHICLE & TRANSPORTATION INDUSTRIES OUTLOOK: 2019-2024

March 25-27, 2019 The Commons, Columbus, IN

DRIVERS OF CHANGE IN CV INDUSTRY:

FROM NEAR-TERM DEMAND TO EMERGING VEHICLE TECHNOLOGIES

OPTIONAL FORECASTING WORKSHOP | Monday, March 25

\$750 per person

2—5 p.m. | ACT Research Lodge | Box lunch available at 1 p.m.

Featuring: Kenny Vieth | Steve Tam | Jim Meil | Tim Denoyer

Objective: The purpose of the workshop is to widen the knowledge base and skill set of attendees tasked with planning and forecasting responsibilities. This will be accomplished through discussion and teaching the skills needed to set up a systematic methodology for forecasting. We will use a “structured modeling” approach, by which causal factors—economic, financial, regulatory and industry-specific—are identified and used to drive the market forecast. Attendees will benefit from a coherent and disciplined forecasting thought process to better understand how the end results relate to key lead indicators and other forecast inputs (drivers). The program will discuss how to obtain hard-to-find historical data and forward-looking forecasts, define forecasting objectives, explore ideas and approaches to the discovery of relationships between markets and economic drivers, and show how to set up a methodology for forecasting and “what-if” analysis.

Monday, March 25, 2019 | Registration at The Commons | 2:00pm – 9:00pm

Discussion Dinners: Meet in The Commons lobby 30 minutes prior to dinner start time

1 Tre Bicchieri	6:30 p.m.	Class 8 Trucks & Tractors	Kenny Vieth
2 Taku Japanese Steak House	6:15 p.m.	Classes 4-7 & Used Trucks	Steve Tam Margie Dasovich
3 Thai Connection	6:30 p.m.	Trailer Industry	Frank Maly
4 Indiana Smokehouse	6:00 p.m.	US/NA Economies	Sam Kahan
5 Taku Japanese Steak House	6:15 p.m.	China CV Industry	Bob Perkins Jennifer McNealy
6 Joe Willy's Burger Bar	6:45 p.m.	Networking: Lets Get Acquainted	Debby Steinbarger Brian Armstrong Ian McGriff
7 Ken Vieth's Home	6:30 p.m.	Update on Engine Trends and Forecast	Tom Rhein & Mike Eaves (Rhein Associates) Ken Vieth
8 The Garage Pub & Grill	6:45 p.m.	Freight Rates & Volume Forecasting	Tim Denoyer
9 Tina's Traditional Tea Room	6:15 p.m.	Emerging Technologies	Funmi Ige-Wright Jim Meil

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Day Two

Tuesday, March 26, 2019



Register at The Commons beginning at 6:30 a.m.
Continental breakfast provided

7:45 – 8:00 a.m.	Welcome to ACT Research’s 60th Seminar Opening Comments	<ul style="list-style-type: none"> ● Ken Vieth Senior Partner & General Manager ACT Research
8:00 – 9:30 a.m.	Economic Panel: Is the economy about to change direction? Views on 2019 and beyond... <i>Interest rates are rising, tariffs are threatening the post-WWII trade order, a new Congress is in place, and by March the yield curve may be flat or inverted, as we deal with the after-effects of the government shutdown (assuming that impasse is over). Do these pose a threat to continued business cycle expansion, or will the expansion motor keep running?</i> <i>Look to our panel of experts for insights.</i> Moderator – Jim Meil	<ul style="list-style-type: none"> ● Sam Kahan Chief Economist ACT Research Retired-Fed Reserve Bank Chicago ● Augustine (Gus) Faucher Chief Economist PNC Financial Services ● Jim Meil Principal, Industry Analysis ACT Research
9:30 – 9:45 a.m.	Refreshment Break	
9:45 – 10:30 a.m.	Trade Talk <i>Tariffs and trade wars have garnered much media attention during the past year. This session will provide an update on the latest trade actions and address the effects of US trade policy on commercial vehicles and its supply chain, both in the near- and long-term.</i>	<ul style="list-style-type: none"> ● Leigh Smythe Merino Vice President, Regulatory Affairs Motor & Equipment Manufacturers Association
10:30 – 11:45 a.m.	Class 8 Review & Forecast <i>Demand for trucking services, despite showing signs of moderating, remain at high levels. Simultaneously, the supply of drivers continues to constrain industry capacity. Strong freight growth and constrained capacity have conspired to boost carrier profitability to unprecedented levels. Add to that mix highly desirable new truck technologies and demand for Class 8 vehicles has risen to record levels. When the dust settles, will this cycle’s peak be reminiscent of previous cycles, or are the fundamentals sufficiently strong that it is different this time?</i>	<ul style="list-style-type: none"> ● Kenny Vieth President & Sr. Analyst ACT Research
11:45 – Noon	Economic & Equipment Survey Results <i>Where do ACT subscribers and seminar attendees see the industry and the economy heading in the next two years? How does that compare to ACT’s expectations? What are industry forecasters anticipating? Seminar survey results revealed.</i>	<ul style="list-style-type: none"> ● Jennifer McNealy Sr. Research Manager ACT Research
12:00 – 1:00 p.m.	Lunch	
1:00 – 2:00 p.m.	Used Trucks Review & Geographic Analysis <i>Strong new truck sales have yet to negatively impact used truck prices. Hear not only our thoughts, but also get an insider’s take on why used truck values have remained strong.</i>	<ul style="list-style-type: none"> ● Bryan Howard Director of Sales & Distribution Daimler Trucks Remarketing, DTNA ● Steve Tam Vice President ACT Research
2:00 – 2:45 p.m.	Freight Forecast <i>Where are freight volumes and rates heading for truckload, LTL and intermodal?</i>	<ul style="list-style-type: none"> ● Tim Denoyer Vice President & Sr. Analyst ACT Research

2:45 – 3:15 p.m.

A Class 8 OEM Perspective

Demand for Class 8 vehicles is on fire, with record backlogs and lead times stretching well into 2H'19. Steve Gilligan will provide a first-hand look at the relationship of the factors driving this demand for both the Class 8 on-highway, vocational, and medium duty markets, as well as the relationship of other economic and market factors to the current market environment, the challenges the industry is facing, and thoughts on how the cycle will progress.

● Steve Gilligan
Vice President, Product Marketing
Navistar, Inc.

3:15 – 3:30 p.m.

Refreshments

3:30 – 5:00 p.m.

At Yes Cinema

U.S. Trailer Market

How has the early record-setting 2018/19 order season impacted OEM production plans and fleet investment strategies? Are component supply issues continuing to generate red-tags and impacting efficiency at the OEMs? Hear OEM and supplier viewpoints on the current market and the industry's outlook.

Supplier Viewpoint

● SPEAKER TBD
TITLE
COMPANY

OEM Viewpoint

● Randy Flanagan
VP Sales and Marketing
Stoughton Trailers, LLC

U.S. Market & Forecasts

● Frank Maly
Director of CV Transportation & Analysis
ACT Research

3:30 – 5:00 p.m.

At The Commons

N.A. Medium Duty Vehicle Market

Growth in the medium duty market was stronger than expected. The outlook for 2019 and beyond is for moderating growth. We will hear from both an OEM and a major body company to get their take on the market dynamics and direction.

OEM Viewpoint

● Dominik Beckman
Director, Marketing & Dealer Operations
Hino Trucks—A Toyota Group Company

Body Builder Viewpoint

● Carrie-Ann Flank
Vice President, Sales & Marketing
Morgan Corporation

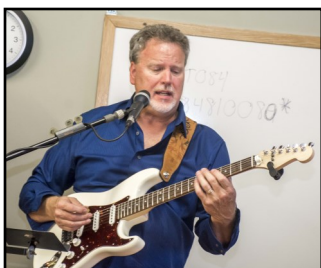
N.A. Market & Forecasts

● Steve Tam
Vice President
ACT Research

6:00 – 9:00 p.m. Dinner at ACT's "Lodge"

ACT's dinner is always a highlight of the seminar, with savory food, good music, and lots of opportunities to network.

Ken Vieth began this tradition at his farm 30 years ago. Over 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 (one block east of the previous ACT offices). Come for a homemade dinner, a variety refreshments and music provided by Dan and Linda Mustard. Angus steaks, Indiana pork ribs, shrimp, international cheeses, and many specialty foods will be served.



Bus Departures from Indigo: 5:30, 6:00 and 6:30 p.m.

Bus Returns to Indigo: 8:15, 8:45, and 9:15 p.m.

Directions will be provided for those wishing to drive.

Day Three

Wednesday, March 27, 2019



Register at The Commons beginning at 6:30 a.m.
Continental breakfast provided

7:55 – 8:00 a.m.	Opening Remarks	<ul style="list-style-type: none"> ●Ken Vieth
8:00 – 9:45 a.m.	Trucker/Fleet Panel <i>Freight, capacity, regulations, profitability, and emerging technologies: Strong freight markets and tight capacity in 2018 portend record carrier profitability in 2019, setting equipment demand on fire. After discussing current market conditions, we'll ask the panelists to opine on emerging technologies and how they expect those technologies to impact the future of trucking.</i> Moderator – Steve Tam	<ul style="list-style-type: none"> ●Thom Albrecht EVP, CFO and Chief Strategy Officer Celadon Group ●Gary Petty President & CEO National Private Truck Council ●Craig Kendall Specialty Markets Manager The Pete Store ●Jeff Bronson Sr. Director of Transportation Atlas Trucking Company
9:45 – 10:00 a.m.	Refreshments & Check Out	
10:00 – 11:45 a.m.	Emerging Technologies for Commercial Vehicles <i>If the headlines are to be believed, electric vehicles, autonomous vehicles, and autonomous-electric vehicles are poised to take over transportation as we know it. Given enough time and money, the headlines could inevitably be correct. Where does the current state of technology stand, which represents a revolution in transportation and its many participants. What hurdles need to be overcome to bring the timeline from the future to the present?</i> Moderator – Kenny Vieth	<ul style="list-style-type: none"> ●Fred Andersky Dir., Customer Solutions–Controls Bendix CV Systems ●Jason Krajewski Director for Connectivity Daimler Trucks North America ●Kevin Walkowicz Manager, Vehicle Systems Testing and Analysis National Renewable Energy Lab ●PENSKE SPEAKER TBD TITLE Penske
11:45 – Noon	Wrap-up Discussion	<ul style="list-style-type: none"> ●ACT Research Staff
Noon	Lunch will be served at Zaharako's Ice Cream Parlor, across the street from the Commons	
1:00 – 4:00 p.m.	UNDER DISCUSSION: Manufacturing tour dealing with electrification of CVs in transportation	



Next seminar: August 12-14, 2019
Mark Your Calendars Now!

