### JANUARY

**HEAVY-DUTY**
- Engines
  - Related equipment: Remanufacturing, Starters, Alternators, Filtration, Transmissions, Axles

**MEDIUM-DUTY**
- Vocational
  - Related equipment: Engines, Transmissions, Maintenance

**COMPONENTS**
- Lighting
  - Related equipment: Electrical, Batteries, Maintenance

**TECHNOLOGY**
- Telematics
  - Related equipment: ELDs, Remote Diagnostics, Fuel Efficiency, Driver Retention, Over-the-Air Updates, Data

**SERVICE**
- Seasonal Maintenance
  - Related equipment: Batteries, Coolant, Electrical, Maintenance, Support

### FEBRUARY

**HEAVY-DUTY**
- Electrification
  - Related equipment: Batteries, Regulation, Infrastructure, Finance

**MEDIUM-DUTY**
- Engines
  - Related equipment: Transmissions, Remanufacturing, Vocational

**COMPONENTS**
- Electrical
  - Related equipment: Batteries, Cabs, Lighting

**TECHNOLOGY**
- Telematics
  - Related equipment: ELDs, Over-the-Air Updates, Cameras

**SERVICE**
- Tires
  - Related equipment: Tire Pressure, Maintenance, Telematics, Data, Wheels

### MARCH

**HEAVY-DUTY**
- Trailers
  - Related equipment: Fuel Efficiency, Regulation, Suspensions, Tires, Wheels

**MEDIUM-DUTY**
- Electrification
  - Related equipment: Batteries, Infrastructure, Hydrogen, Regulation, Finance

**COMPONENTS**
- Oils
  - Related equipment: Coolants, Lubrication, Engines, Maintenance

**TECHNOLOGY**
- Driver Retention
  - Related equipment: Cabs, Advanced Driver Assistance (ADAS) Systems, Suspensions, Cameras, Telematics, ELDs

**SERVICE**
- Advanced Driver Assistance Systems
  - Related equipment: Telematics, Brakes, Wheel Ends, Regulation, Compliance

### APRIL

**HEAVY-DUTY**
- Brakes
  - Related equipment: Axles, Suspensions, Tires, Advanced Driver Assistance Systems

**MEDIUM-DUTY**
- Last-Mile Delivery
  - Related equipment: Cabs, Chassis, Fuel Efficiency, Finance, Vans

**COMPONENTS**
- Tires
  - Related equipment: Retreads, Tire Pressure, Wheels, Fuel Efficiency, Trailers

**TECHNOLOGY**
- Data
  - Related equipment: ELDs, Over-the-Air Updates, Maintenance, Support

**SERVICE**
- Shop Management
  - Related equipment: Finance, Telematics, Data, Maintenance, Support, Shop Software

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**DIGITAL ADVERTISING SPECIFICATIONS**

**CLOSING DATE**

**MATERIALS DUE DATE**
<table>
<thead>
<tr>
<th>MONTH</th>
<th>HEAVY-DUTY</th>
<th>MEDIUM-DUTY</th>
<th>COMPONENTS</th>
<th>TECHNOLOGY</th>
<th>SERVICE</th>
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<tbody>
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<td>MAY</td>
<td>Driver Retention</td>
<td>Engines</td>
<td>Wheels</td>
<td>Electrification</td>
<td>Brakes</td>
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<td>Engines</td>
<td>Tires</td>
<td>Data</td>
<td>Aftermarket</td>
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<td>Data</td>
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