# **2024 CONTENT PLANNER**

# □ FLEET ■ FI ■ in EQUIPMENT

TRENDING NOW Monthly Content Ô ļ

# HEAVY-DUTY

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

JANUARY

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

# HEAVY-DUTY Electrification Related equipment: Batteri

FEBRUARY

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, Overthe-Air Updates, Cameras

# SERVICE

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

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

MARCH

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

# HEAVY-DUTY

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

APRIL

#### 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, Overthe-Air Updates, Maintenance, Support

# SERVICE

Shop Management Related equipment: Finance,

Telematics, Data, Maintenance, Support, Shop Software

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE



# **2024 CONTENT PLANNER**

# □ FLEET EQUIPMENT

MAY JUNE TRENDING NOW **HEAVY-DUTY HEAVY-DUTY** Monthly Content **Driver Retention** Trailers Related equipment: Cabs, Related equipment: Telematics, **(**) Advanced Driver Assistance Data, Tires, Suspensions, Axles, Systems, Suspensions, Cameras, Wheels Telematics, ELDs MEDIUM-DUTY MEDIUM-DUTY Engines Upfitting **Related equipment: Related equipment: Truck** Transmissions, Remanufacturing, Chassis, Truck Bodies, Vocational Technology «§» COMPONENTS COMPONENTS Wheels Filtration Related equipment: Wheel Ends, **Related equipment:** Maintenance, Tires Engines, Oils, Coolant, Cabs, TECHNOLOGY Maintenance 25 Electrification TECHNOLOGY Related equipment: Batteries, **Remote Diagnostics** Infrastructure, Hydrogen, Ę Related equipment: Engines, **Regulation**, Finance Transmissions, Telematics, Data, **Over-the-Air Updates** SERVICE  $\triangleright$ **Brakes** SERVICE **Related equipment: Advanced** Tires Driver Assistance Systems, C Related equipment: Trailers, Tire Maintenance, Support, Tires, Pressure, Maintenance, Data, Axles, Suspensions **Telematics**, Wheels 

# HEAVY-DUTY **Coolants** Related equipment

Related equipment: Oils, Lubrication

JULY

#### MEDIUM-DUTY

**Tires** Related equipment: Fuel Efficiency, Wheels, Brakes, Wheel Ends, Advanced Driver Assistance Systems

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

#### TECHNOLOGY

**Data** Related equipment: Telematics, ELDs, Dashboards

SERVICE Aftermarket Related equipment: Maintenance, Parts, Shop Management

#### HEAVY-DUTY

Suspensions Related equipment: Axles, Brakes

AUGUST

#### MEDIUM-DUTY

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

#### COMPONENTS

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

#### TECHNOLOGY

# Advanced Driver Assistance Systems

Related equipment: Regulation, Compliance, Automated Trucks, Brakes, Cameras

# SERVICE

**Electrification** Related equipment: Batteries, Infrastructure, Hydrogen, Regulation, Finance

→ DIGITAL ADVERTISING SPECIFICATIONS

 $\rightarrow \text{CLOSING DATE}$  $\rightarrow \text{MATERIALS DUE DATE}$ 





	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TRENDING				
NOW	HEAVY-DUTY	HEAVY-DUTY	HEAVY-DUTY	HEAVY-DUTY
Monthly Content	Electrification	Cabs	Axles	Tires
	Related equipment: Batteries,	Related equipment: Driver	Related equipment: Suspensions,	Related equipment: Wheels,
	Infrastructure, Hydrogen,	Retention, Paints	Engines, Transmissions, Brakes,	Fuel Efficiency, Maintenance,
	Regulation, Finance		Maintenance	Brakes, Retreads, Tire Pressure,
		MEDIUM-DUTY		Telematics, Data
2000 K	MEDIUM-DUTY	Vocational	MEDIUM-DUTY	<b>,</b>
	Upfitting	Related equipment: Tires,	Upfitting	MEDIUM-DUTY
	Related equipment: Truck	Cabs, Chassis, Advanced Driver	Related equipment: Truck Chassis,	Electrification
	Chassis, Truck Bodies,	Assistance Systems	Truck Bodies, Technology	Related equipment: Regulation,
	Technology	-		Finance, Fuel Efficiency
		COMPONENTS	COMPONENTS	
(¢ 🛃 »)	COMPONENTS	Electrification	Aftermarket	COMPONENTS
	Seasonal Maintenance	Related equipment: Batteries,	Related equipment: Maintenance,	Axles
	Related equipment:	Infrastructure, Hydrogen,	Parts, Brakes, Wheel Ends	Related equipment: Brakes,
	Winterization, Trailers, Batteries,	Regulation, Finance		Suspensions, Engines,
	Lighting, Electrical, Finance,		TECHNOLOGY	Transmissions, Maintenance
	Maintenance, Parts	TECHNOLOGY	Cameras	
		Data	Related equipment: Telematics,	TECHNOLOGY
	TECHNOLOGY	Related equipment: Telematics,	Data, Driver Retention	Advanced Driver Assistance
	Cameras	Fuel Efficiency, ELDs		Systems
Ę	Related equipment: Telematics,		SERVICE	Related equipment: Regulation,
	Data, Driver Retention	SERVICE	Trailers	Compliance, Automated Trucks,
		Lubrication	Related equipment: Telematics,	Cameras, Brakes
	SERVICE	Related equipment: Oils,	Data, Axles, Brakes, Suspensions,	
	Predictive Maintenance	Coolants, Engines, Transmissions	Tires, Wheels	SERVICE
	Related equipment: Telematics,			Shop Management
C	Data			Related equipment: Invoicing,
				Aftermarket, Parts, Telematics,
				Data, Finance, Shop Software

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE → MATERIALS DUE DATE



