



# Big Trends = BIG OPPORTUNITIES!

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## Change is inevitable - Taking the Chance to Capitalize on change is up to YOU!

### Emerging Trends:

- **Tariffs** - 45% of the 26 million truck tires sold in the USA are manufactured overseas - Replacement Market is largely Import Products.
- **New Applications** - Super Regional Routes are growing - Carriers are expanding their driver pool, and creating new routes that are creating the need for Long Haul/Regional Hybrid Tire.
- **Final Mile Routes** - E-Commerce has created more demand for Final Mile Routes, these routes are brutal on tires, and more manufacturers are creating tires to meet this demand.
- **Smart Tires** - Manufactures are working on technology that will allow drivers and fleets to monitor tire pressure, and possibly automatically adjust based on load conditions.
- **Infrastructure Bill** - Increased spending in the industry will create need for new equipment and replacement tires. Will you be prepared?
- **Electric Vehicles** - Class 8 Electric Vehicles are being used in real world testing. Manufacturers are working to understand the impact of increased Torque on tires, and the wear it creates.
- **Building Capacity** - Over half of the new trucks sold in the US are built in the US. With nearly 50% of the new truck tires being sold in the US, the impact of tariffs and supply, disruptions could lead to increased manufacturing in the US.