

5 Trucking Trends to Keep Your Eyes on in 2020



Kelly Frey
Chief Revenue Officer



BIG 5 TRENDS IN 2020



- Marijuana Use
- Driver Demographics
- Connected Vehicles
- Internet of Things
- Data Security



WHY THESE ARE IMPORTANT



1. Marijuana & CBDs are here
2. Attracting & retaining a diverse driver pool is necessary
3. Connected vehicles will be ubiquitous
4. IoT is changing the world and you should care
5. Cyber attacks & data breaches are the new normal



TREND 1 – MARIJUANA LEGALIZATION



Select to show which states have these types of laws

 Decriminalization  Hemp  Legalization  Medical  Medical CBD

TREND 1 – MARIJUANA / CANNABIS



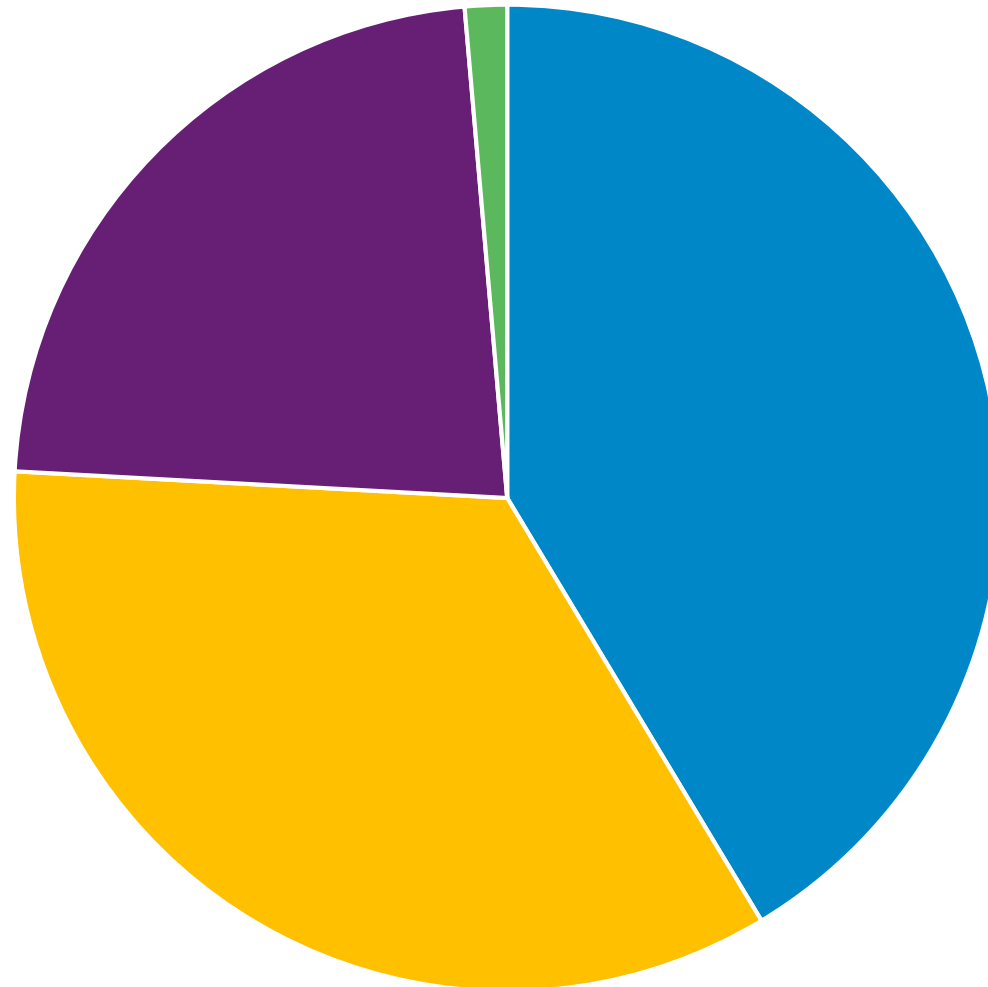
- Schedule I substance
- Under the influence
- In possession
- CBD oil
- Hair Testing vs Urine Testing



MARIJUANA / CANNABIS SURVEY



If DOT regs changed, would you hire a driver who tested positive for marijuana use?



No, I would never hire a driver who tested positive for cannabis use.



Yes, as long as they didn't consume cannabis products within eight hours of driving.



Maybe. I'd wait on more data to come in, if laws changed.



Yes, but only if they stopped using cannabis before being hired.

*Commercial Carrier Journal, 2019 survey with 540 respondents

BEST PRACTICES FOR MARIJUANA POLICY



1. Have a policy
2. Stay on top of changing regulations in your state
3. Evaluate drug testing options and choose the best for your policy
4. Be up front with your drivers and driver recruits about your policies
5. Closely monitor your inspections – especially driver fitness



TREND 2 – DRIVER DEMOGRAPHICS



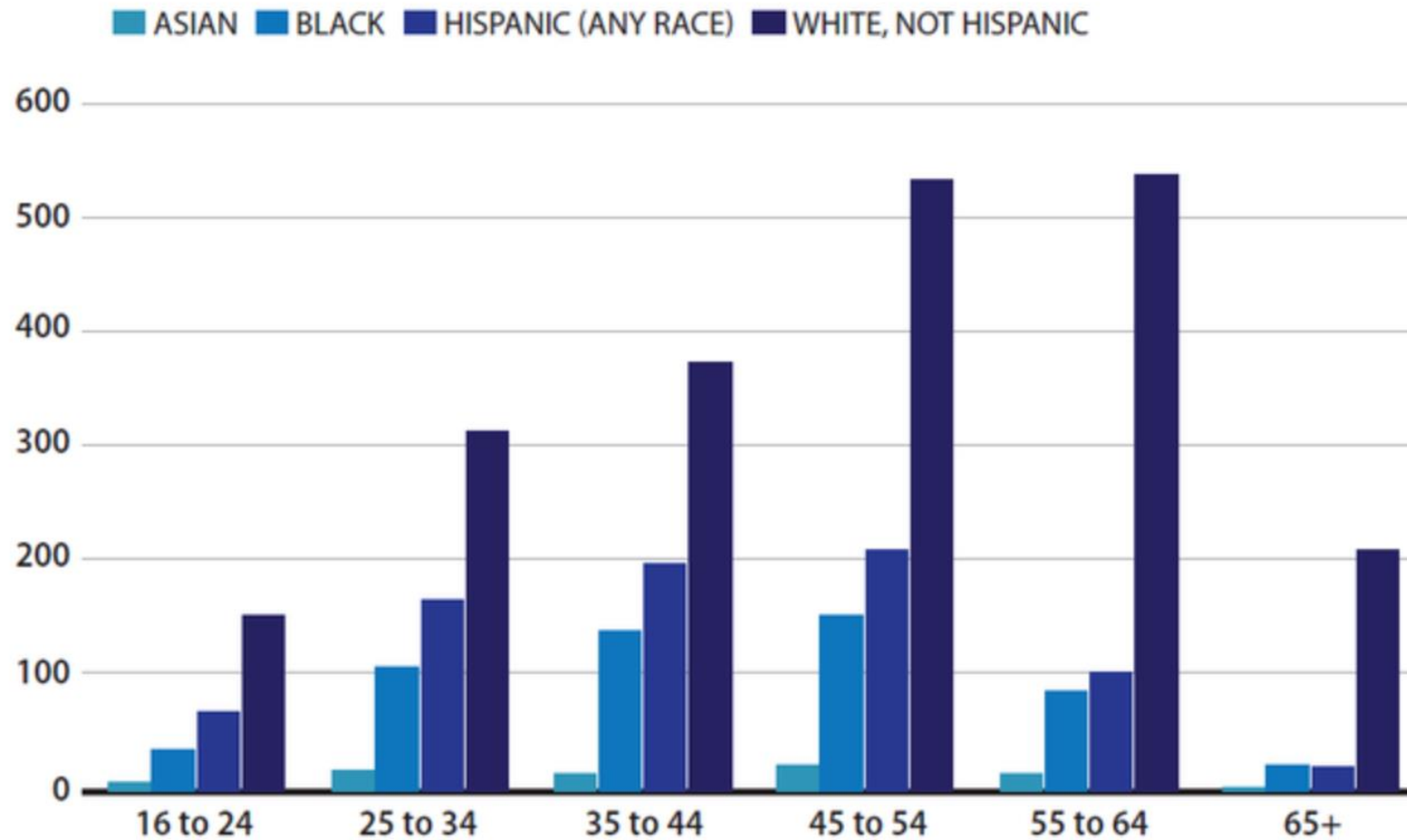
- Driver pool is becoming more diverse
- Traditional recruitment strategies need to adapt
- The diversity trend is accelerating



TREND 2 – DRIVER DEMOGRAPHICS



Truckers' Race and Hispanic Origin by Age (in thousands)



* U.S. Census Bureau, 2017 American Community Survey

BEST PRACTICES FOR RECRUITING



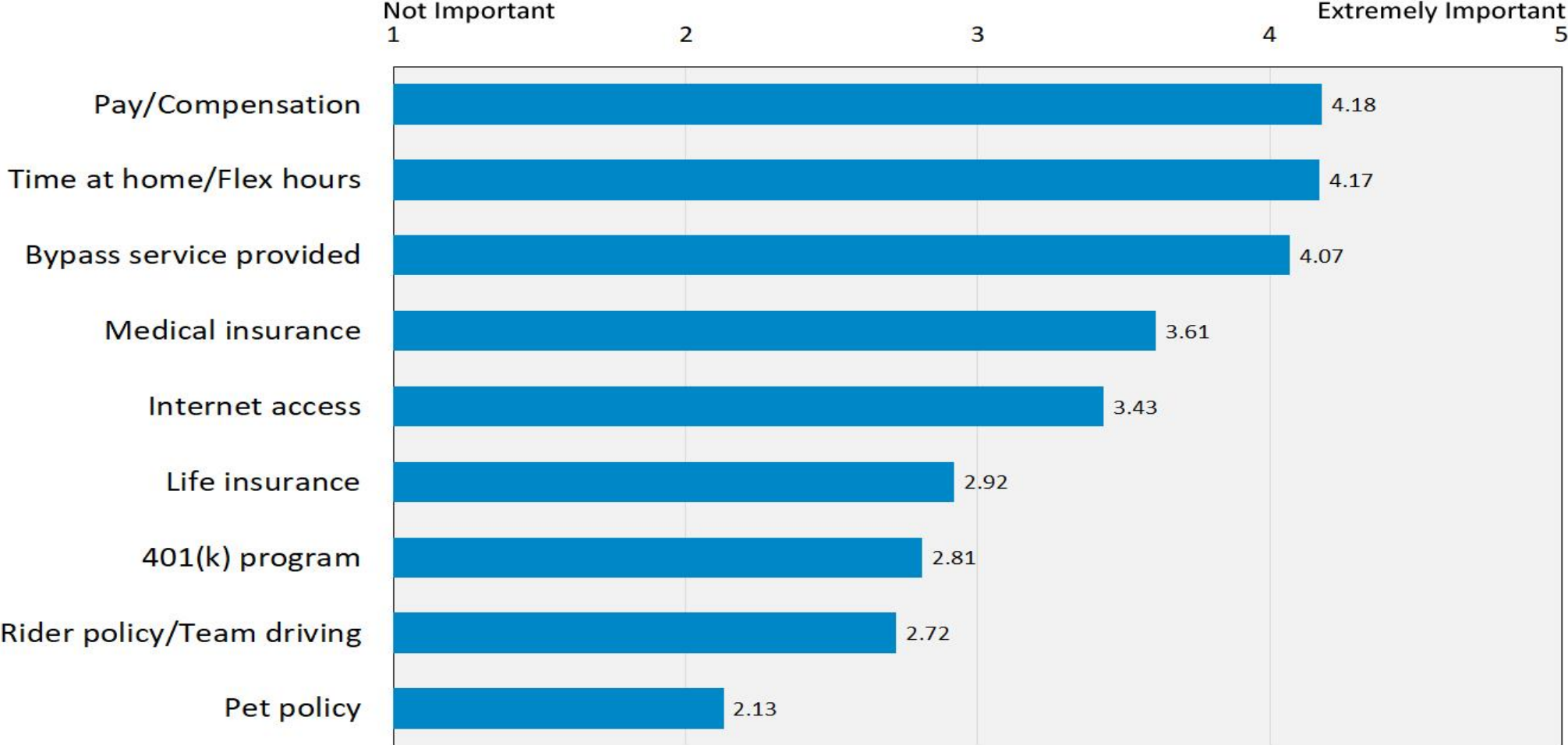
- Change up advertising strategies for different communities
- Bi-lingual staff in recruiting & training department
- Work cultural sensitivity into recruiting and driver-training programs
- Women in Trucking Top 10 List of ways to recruit women.



Driver Benefits Survey



Preferred Driver Benefits



Source: PrePass Safety Alliance

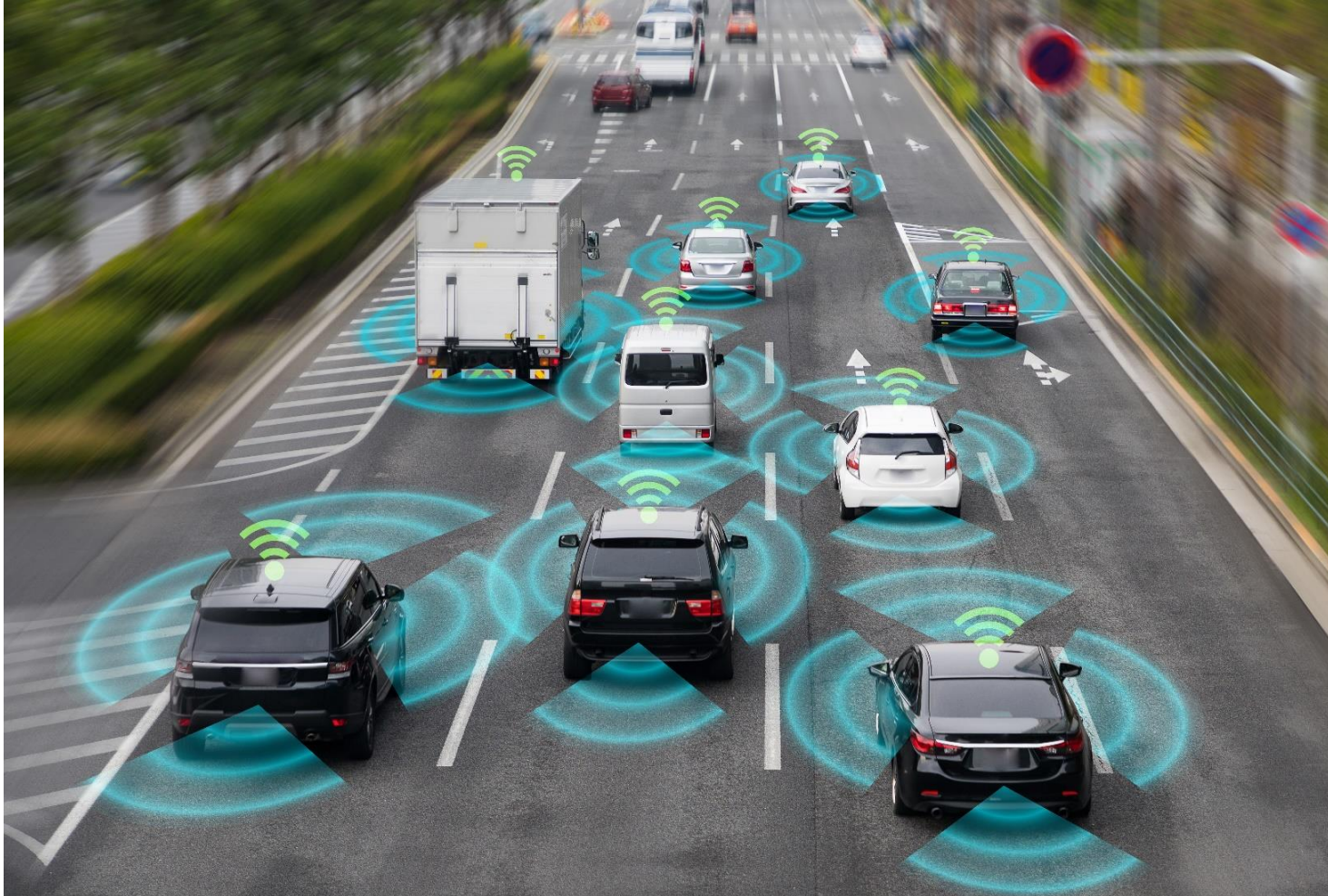
TREND 3 – CONNECTED TRUCKS



- It's estimated that 35 Million trucks are connected around the globe today
- In North America 55% of all commercial vehicles will be internet connected from the factory by 2025



TREND 3 – CONNECTED TRUCKS/VEHICLES



By 2020 more than 35 million trucks globally will be connected

Nearly 40% of fleet managers feel connected trucks are a 'must have'

With smart roads and smart cities, smart trucks will be a necessity

Future trucks allow the user to easily pay for fuel, tolls, infotainment, parking and much more in real-time

BEST PRACTICES CONNECTED TRUCKS



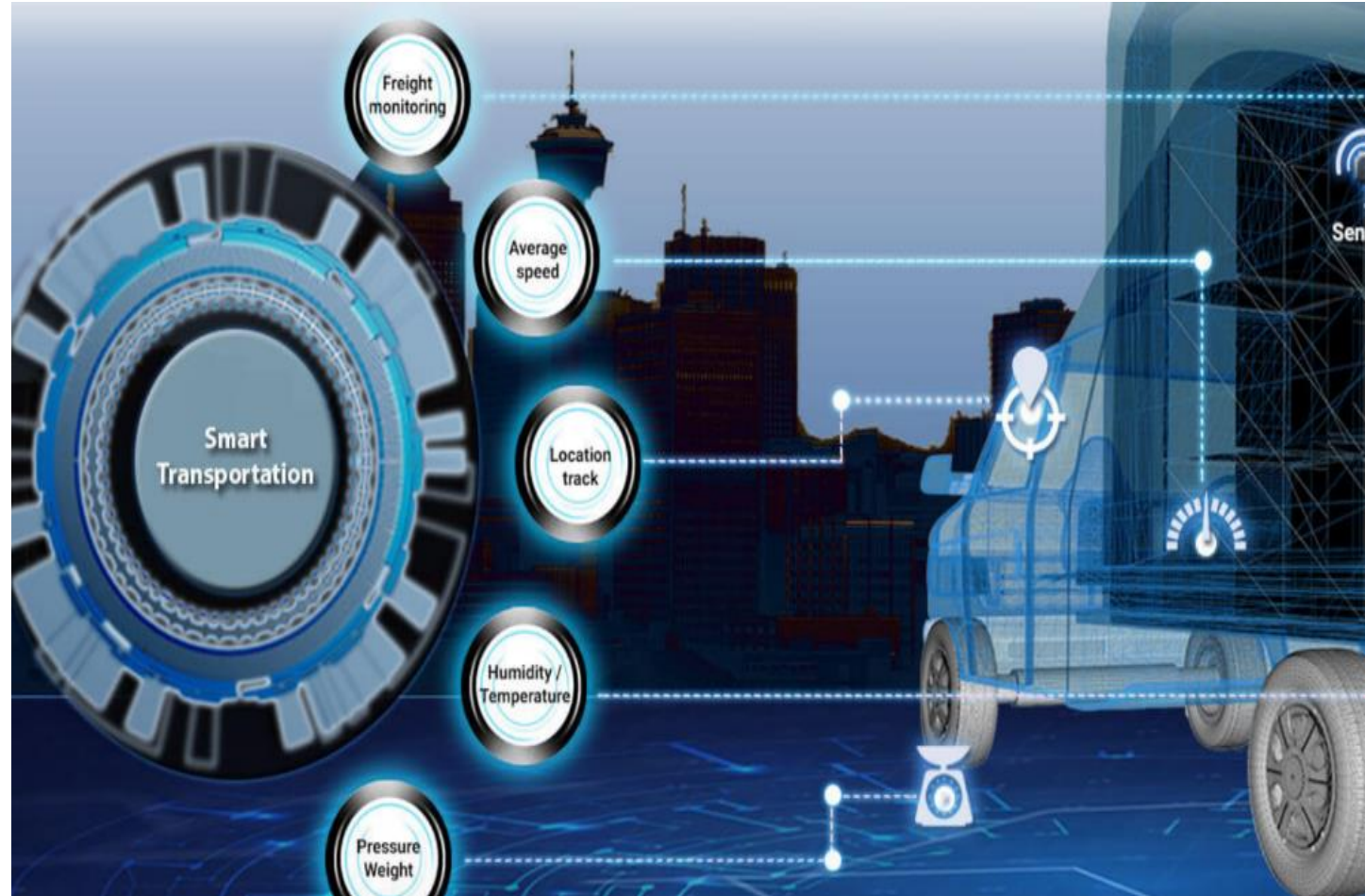
- Leverage existing technologies to maximize safety & efficiency
- Stay on top of new features that make the drivers day easier and safer when you spec new trucks
- Make sure your driver training considers new features and how drivers will be impacted



TREND 4 – IOT – INTERNET OF THINGS



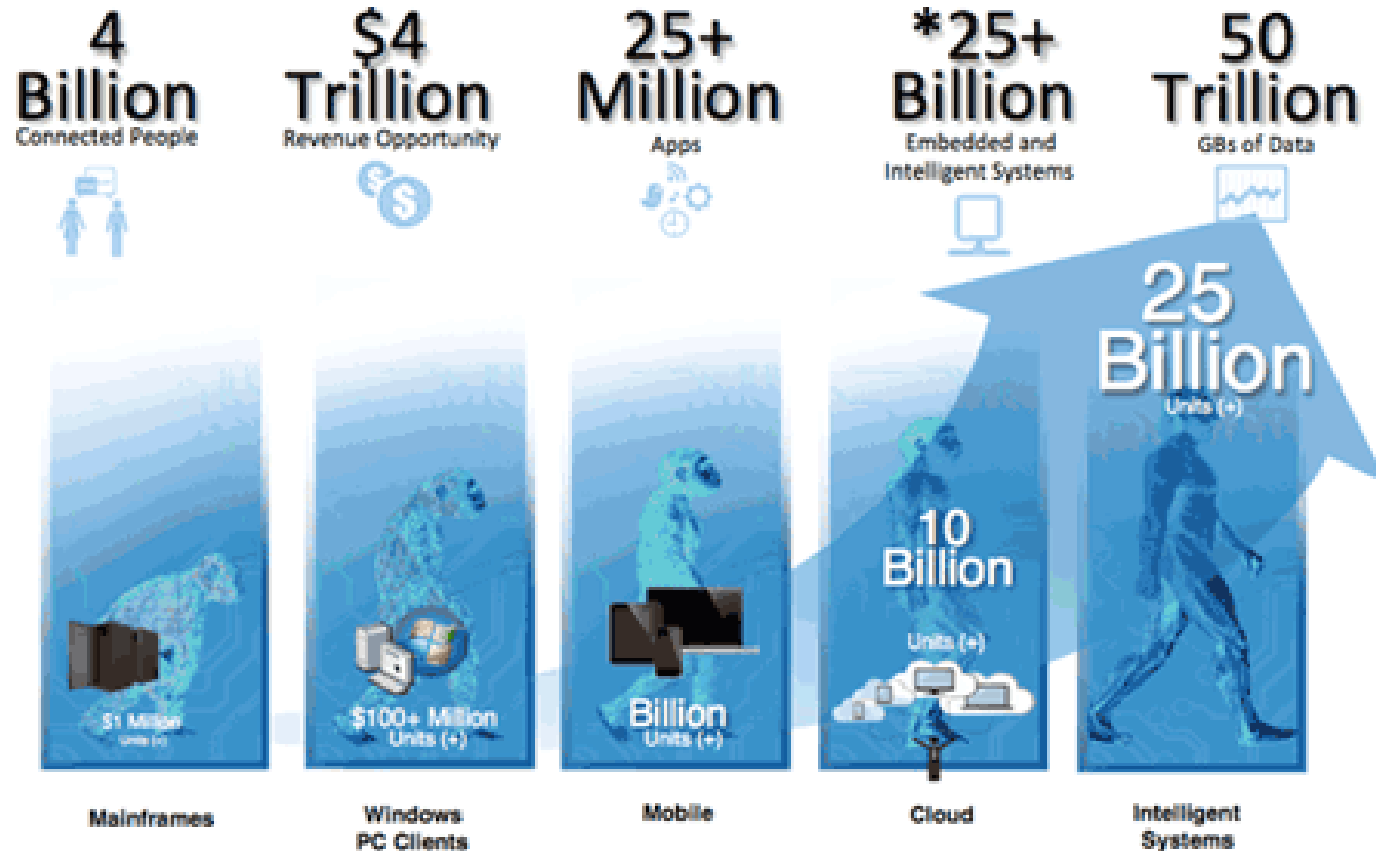
- Applications of IOT:
 - Predictive Maintenance
 - Freight Monitoring
 - Wireless Inspections
 - Vehicle to Vehicle
 - platooning
 - Vehicle to Infrastructure
 - Smart parking
 - Weigh station bypass
 - Tolling



BEST PRACTICES FOR IOT PREPAREDNESS



1. Leverage existing technologies to maximize safety & efficiency, but choose suppliers that have a solid data security policy
2. Stay on top of new features that make the drivers day easier and safer when you spec new trucks
3. Make sure your driver training considers new features and how drivers will be impacted
4. Have a data protection & security policy



Source: IDC, VentureOutsource.com

TREND 5 – TRUCKING DATA SECURITY



Transport Topics

Business

Technology

Safety

Eric Miller | Senior Reporter

October 6, 2019 7:00 PM, EDT

Trucking Industry Has Become a Top Target of Ransomware Attacks



Hacker Seeks About \$5 Million Ransom From Pemex by Nov. 30



Tanker trucks wait at the storage and dispatch terminal of Petroleos Mexicanos. (Felix Marquez/Associated Press)

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[The hacker behind a cyberattack that has crippled Petroleos Mexicanos' computer systems since the weekend](#) is hoping to squeeze about \$5 million out of the company and appears to have set a deadline of Nov. 30.

TREND 5 – TRUCKING DATA SECURITY



- 59% of all heavy trucks on road today come from seven model years sharing same components & risk profiles
- Hackers may spend 18 months or longer analyzing your company's computer systems & processes before attacking it



BEST PRACTICES FOR DATA SECURITY



1. Security by design
2. Risk assessment and management
3. Threat detection and protection
4. Incident response
5. Collaboration and engagement with appropriate third parties
6. Governance
7. Awareness and training

Key Takeaways



1. Develop company marijuana policy
2. Build recruiting program to embrace diversity now
3. Stay educated on connected truck and IoT technologies and the ROI for your fleet
4. Be proactive with cyber security protection and seek vendors who take data security seriously
5. Stay informed: PrePass Blog at <https://prepass.com/blog/> and PrePass Resource Library at <https://prepass.com/resource-library/> and Transport Topics
6. Get Involved: Industry Associations, Tradeshows, ATA and your State Trucking Association

QUESTIONS?

PrePass
sales@prepass.com
800-773-7277

