

# **Annual Strategy Dossier - 2022 - North America's Top 4 Class 6-8 Truck Manufacturers - Daimler Trucks North America (DTNA), Volvo Trucks North America, PACCAR & Navistar - Strategy Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The North American Class 6-8 Truck market has been recovering steadily from the COVID-19 outbreak while cruising in top gear with booming order intake, freight volumes & rates and robust fleet utilization levels across operators which have reached pre-COVID-19 levels while facing modest headwinds in form of continued challenges from the COVID-19 pandemic marked by supply chain disruptions & bottlenecks, labor shortages, rising material costs, limited freight capacity & semi-conductor chip shortages which continue to impede the pace of overall recovery momentum.

The industry continues to make steady progress towards development of a range of sustainable technologies geared towards de-carbonization of transportation over long term while continuing the development of innovative services & business models configured on connectivity & autonomy. The efforts have primarily been led by electrification, focused on both battery electric & hybrid technologies, with the tipping point for electric trucks coming in 2022 with mass production & commercial deliveries of electric trucks commencing across industry OEMs. Additionally, mass market production, introduction & adoption of hydrogen powered trucks, featuring hydrogen fuel cell based propulsion systems & the usage of hydrogen as a fuel in conventional ICE engines, is likely in the 2030s. Further, the outlining of Phase 2 emission standards by the EPA & NHTSA for medium & heavy duty vehicles through model year 2027 and roll out of the 3rd generation of DOE's SuperTruck program are likely to further accelerate

the pace of development & transition to sustainable propulsion systems & technologies across the United States going forward.

The rapid energy transition towards de-carbonization & sustainability, continued infrastructure investments, especially, the recent passing of the \$1.2 trillion infrastructure Investment & Jobs Act in the U.S. with continued strength in the residential construction sector marked by robust housing starts, strong demand from the commodities segment apart from the ongoing e-commerce boom are likely to collectively provide significant growth opportunities to the industry over near to medium term in form of fleet replacements, expansion & recapitalizations, especially, in a volatile crude oil price environment. That's despite projections for the slowdown of the U.S. & global economic recovery over near term owing to uncertainty over the likely direction of the pandemic and rising inflation levels necessitating monetary policy tightening by the Fed. Overall, Trucking in North America is projected to maintain its cruising speed as well as overall growth momentum in 2022.

Against this backdrop, the 2022 edition of the report analyses the overall strategy focus and provides insights into & comprehensive analysis of the Strategies & Plans being conceptualized & pursued by the North America's Top 4 Class 6-8 truck manufacturers for the near to medium term horizon.

#### Report Excerpts:

Analysis of DTNA's ambitious plan to boost profitability of North American operations to 12% by 2025.

Decryption of Daimler's medium term technology strategy underpinned by rapid transition to sustainable & autonomous technologies marked by significant R&D investments.

Volvo making deeper inroads into the North American market, treating it as a key growth pivot for medium term, with a two-pronged product offensive under its Volvo & Mack brands, rapid electrification of Class 6-8 truck portfolio and introduction of new truck models.

PACCAR's rapid strides on the technology development pathway with focus on electrification, hydrogen-based propulsion & autonomous technologies powered by industry collaborations.

Navistar's 4.0 Strategy focused on boosting profitability with a target EBITDA of 12% for 2024 while gaining market share through new product offerings and customer segmentation.

Class 6-8 Trucking projected to maintain its cruising speed & overall growth momentum in 2022 with strong drivers, indicators & fundamentals.

Supply Chain disruptions, continued semi-conductor chip shortages, pandemic's likely direction & inflationary pressures across key markets could become potential speed humps on the industry's recovery momentum over near term.

#### Relevance & Usefulness:

Strategic Planning & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2022

#### For Whom:

The report, with its unique disposition & strategy focus, is a niche, key & vital information resource on the North American Class 6-8 Truck Market. It would be indispensable for those having interest, stakes or investments in any of the Truck OEMs covered and all those with operational or strategic involvement and/or stakes in the North American Class 6-8 Truck market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE

Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the Trucking industry.

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