Mandated Use of Electronic Logging Devices Tops the List of Concerns in Annual Trucking Industry Survey

The results of the 2016 Top Industry Issues Survey found the Electronic Logging Device (ELD) Mandate as the top trucking industry concern, surpassing the Hours-of-Service (HOS) rules, which had held the number one place on the list for the three previous years.

The annual survey, which generated more than 3,200 responses from motor carriers and commercial drivers, identifies the top ten critical issues facing the North American trucking industry. The results were released in October at the American Trucking Associations’ 2016 Management Conference and Exhibition in Las Vegas. The ATRI Top Industry Issues report also includes prioritized strategies for addressing each issue.

The respondents were predominantly commercial drivers (64.5%), with motor carrier executives making up 27.8 percent of the respondent pool, and other industry stakeholders accounting for 7.7 percent. Recognizing that the top industry issues impact motor carriers and commercial drivers differently, this year’s report includes separate “Top Ten” lists specific to commercial drivers and motor carriers, in addition to the overall ranking.

The booming implementation date of the federal mandate on the use of Electronic Logging Devices (ELDs) topped the list of trucking industry concerns, with more than 65 percent of respondents concerned about productivity impacts the industry may experience from full deployment of ELDs.

Although it dropped one position from its top ranking, Hours-of-Service stayed near the top of the list due to ongoing uncertainty surrounding a final HOS rule. Ranking third in this year’s survey - Cumulative Economic Impacts of Trucking Regulations - is new to the annual list and reflects the industry’s collective frustration with increasing and often costly regulatory requirements.

The lack of available truck parking moved the issue up again this year to fourth place overall and the state of the nation’s economy rounds out the top five concerns on the list.

"Knowing what the industry is concerned about, and what strategies it views as most promising for addressing each issue, allows ATA and its Federation partners in the states to better focus our collective efforts on behalf of motor carriers and their employees," said ATA President and CEO Chris Spear. "The ATRI survey results provide the roadmap..."
The ATRI Board of Directors recently announced the list of members for the 2017-2018 Research Advisory Committee. RAC members represent motor carriers, industry suppliers, commercial drivers, law enforcement, government, academia and trucking industry associations. The RAC meets annually to develop and rank research topics addressing the trucking industry’s most pressing research needs. The resulting list of priority research topics is then reviewed and approved by the ATRI Board of Directors. RAC members serve two-year terms and can be reappointed for a subsequent term by the ATRI Board.

Scott Mugno, Vice President, Safety, Sustainability & Vehicle Maintenance of FedEx Ground, has been appointed by the ATRI Board to serve as Chairman of the Research Advisory Committee for the 2017-2018 term.

New members appointed to the 2017-2018 RAC include:

**Mr. Jon Blackham**  
Policy and Government Affairs  
Canadian Trucking Alliance

**Mr. Bill Brown**  
Manager of Fleet Telematics  
Southeastern Freight Lines

**Mr. Scott George**  
Chief Executive Officer  
TCW, Inc.

**Dr. Mike Golias**  
Director for Research  
Intermodal Freight Transportation Institute  
University of Memphis

**Mr. Stan Hampton**  
Vice President of Driver Personnel  
J.B. Hunt

**Mr. Victor Hart**  
Transportation Safety Manager  
Dot Transportation, Inc.

**Mr. Ken Howden**  
Director, 21st Century Truck Partnership  
Vehicle Technologies Office  
U.S. Department of Energy

**Ms. Kelly Killingsworth**  
Vice President, Inbound Transportation  
Walmart

**Ms. Victoria King**  
Group Vice President, Public Affairs  
UPS

**Mr. Dustin Koehl**  
Vice President, Sales and Marketing  
Total Transportation of Mississippi

**Ms. Caroline Mays**  
Director, Freight and International Trace Section  
Texas Department of Transportation

**Ms. Lisa Mullings**  
President and CEO  
National Association of Truck Stop Operators

RAC members reappointed to serve on the 2017-2018 RAC are:

**Ms. Amy Boerger**  
Vice President – North American Engine Business  
Cummins, Inc.

**Mr. Randy Boyles**  
Senior VP, Tailored Solutions  
PeopleNet

**Mr. Michael Conyngham**  
Director of Research  
International Brotherhood of Teamsters

**Mr. Bob Costello**  
Senior VP and Chief Economist  
American Trucking Associations

**Mr. Tom Cuthbertson**  
Vice President, Regulatory Compliance  
Omnitracs, LLC

**Mr. Dennis Dellinger**  
President  
Cargo Transporters

**Mr. Chip Duden**  
Vice President, Strategic Business Analytics  
Werner Enterprises

**Mr. Paul J. Enos**  
Chief Executive Officer  
Nevada Trucking Association

**Mr. Sanford Hodes**  
Senior Vice President and Deputy General Counsel  
Ryder System, Inc.

**Ms. Brenda Neville**  
President  
Iowa Motor Truck Association

**Mr. Tom Murtha**  
Senior Planner  
Chicago Metropolitan Agency for Planning

**Deputy Chief Mark Savage**  
Colorado State Patrol

**Mr. Carl Stebbins**  
Corporate Director of Admissions and Marketing  
New England Tractor Trailer Training School

**Mr Harold Sumerford, Jr.**  
CEO  
J&M Tank Lines, Inc.

**Mr. Jim Ward**  
President and CEO  
D.M. Bowman

**Mr. Dean Newell**  
Vice President, Safety  
Maverick, Inc.

**Ms. Karen Rasmussen**  
President and CEO  
HELP, Inc.

**Mr. Wellington F. Roemer, III**  
President and CEO  
Wellington F. Roemer Insurance

**Ms. Andrea Sequin**  
Director, Regulatory Services  
Schneider National, Inc.

**Mr. Tom Weakley**  
Director of Operations  
Owner-Operator Independent Drivers Association Foundation

“On behalf of the ATRI Board of Directors and the ATRI staff, I want to thank all the 2015-2016 RAC members for their service to the trucking industry. Their commitment to identifying the trucking industry’s top research priorities allows ATRI to fulfill its mission of providing the data and analysis that results in a safer and more productive trucking industry,” said ATRI President and COO Rebecca Brewster.
RAC Member Sherri Garner Brumbaugh

RAC Member Sherri Garner Brumbaugh, President, CEO, and since 2012, owner of Garner Transportation, has almost 35 years of experience in the trucking industry, beginning her career at her family-owned and operated truckload carrier in 1991. Garner Transportation, located in Findlay, Ohio, was founded by Vernon & Regina (Jean) Garner in 1960 as Vern Garner Trucking. Starting with one truck and a family who was willing to make sacrifices to keep the “wheels turning,” Vern built his business with hard work and integrity. A truck driver’s daughter, Sherri graduated from Liberty-Benton High School and attended Ohio State University where she earned a bachelor’s degree in music education. She also holds a master’s degree from Bowling Green State University. “An educator by trade, but a trucker by heritage,” Sherri began working for the company in junior high school mowing the company lawn; then washing trucks while in high school. After college and a teaching career, she returned to the company where she has worked in accounting, operations, and managed the computer systems for the company. She also directed the company’s Brokerage and Expedited Division.

In addition to serving on ATRI’s RAC, Sherri’s industry involvement includes ATA Vice Chairman, TCA Executive Board Member and an Ohio Trucking Association Board Member. Locally, she is a University of Findlay Trustee, The Community Foundation Trustee, and Boy Scout Black Swamp District Board Vice Chair and Trustee, among others. She is a member of College First Church of God where she regularly plays percussion with the Chancel Orchestra.

Sherri is married to Jerry and they have three sons.

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<th>Mr. Steve Niswander</th>
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<td>Mr. Ronald Uriah</td>
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<td>Ms. Cheryl Bynum</td>
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<td>Chief Economist and Senior Vice President American Trucking Associations</td>
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ATRI recently announced the appointment of several trucking industry CEOs to its Board of Directors. The appointments of David S. Congdon, vice chairman and CEO of Old Dominion Freight Line and Robert E. Low, president and CEO of Prime Inc. were made by ATRI Chairman Judy McReynolds, ArcBest Corporation Chairman, President and CEO.

Old Dominion Freight Line, headquartered in Thomasville, North Carolina, is a transportation and logistics corporation founded by Mr. Congdon’s grandparents more than 80 years ago. Mr. Congdon has been in the LTL business for the last 43 years serving in positions ranging from dockman to driver to director of safety to CEO.

Mr. Low founded Prime Inc., headquartered in Springfield, Missouri, in 1970. Today Prime Inc. is a leader in logistics, refrigerated, tanker, flatbed, floral and intermodal transportation. Mr. Low is a past chairman of the Truckload Carriers Association and was recognized by Transport Topics as the Refrigerated Carrier CEO of the year in 2002.

Also joining the ATRI Board of Directors is Chris Spear, the new president and CEO of the American Trucking Associations.

At the ATRI Board of Directors Annual Meeting held October 3, 2016, ATRI Chairman Judy McReynolds recognized the service of several Board members whose terms on the ATRI Board concluded in October:

- Mike Card, president, Combined Transport, who served on the ATRI Board from 2004-2016;
- Bill Graves, former ATA president and CEO, who served on the ATRI Board from 2003-2016; and
- Steve Williams, chairman, Maverick Transportation, who served on the ATRI Board from 2006-2016.

Ms. McReynolds also recognized the service of ATRI Research Advisory Committee Chairman Steve Niswander, vice president of safety policy and regulatory relations for Groendyke Transport, whose term as RAC Chairman will conclude at the end of this year.

“I want to personally thank Mike Card, Bill Graves and Steve Williams for their combined years of service to the ATRI Board,” said Rebecca Brewster, ATRI President and COO. “Their unwavering commitment to ATRI, and that of all the ATRI Board members, is at the heart of our success as an organization. Additionally, Steve Niswander’s leadership of the Research Advisory Committee resulted in a large number of compelling and relevant research topics for the industry. We wish him the best in his retirement.”
ATRI Releases Findings on Fleet Fuel Economy and Fuel Usage

ATRI, in conjunction with the University of Michigan Transportation Research Institute (UMTRI) and research sponsor ExxonMobil, recently released results of their investigation of fleet fuel economy and fuel usage. Nearly 100 fleet managers provided their views on current and future trends in fuel-saving technologies as well as the advantages and disadvantages of alternative fuels. These fleets operate just over 114,500 heavy-duty truck-tractors and approximately 350,000 trailers.

The study found the median fleet-wide fuel economy of 6.5 miles per gallon was being achieved through the use of a variety of fuel-saving technologies. For truck-tractors, aluminum wheels, speed limiters and low rolling resistance tires were reported as the most common fuel-saving technologies. For trailers, low rolling resistance tires, aluminum wheels and weight-saving technologies were identified as the most common technologies.

Fuel-saving technologies which have shown the best and worst returns on investment were also investigated. Aerodynamic treatments and idle reduction technologies or strategies were identified by respondents as technologies which have shown both the best and the worst return on investment.

“This report shows which technologies fleets are using and which ones they are more skeptical about,” said Steve Niswander, Vice President, Safety Policy & Regulatory Relations with Groendyke Transport, Inc. and Chairman of ATRI’s Research Advisory Committee. “It also serves to highlight the difficulties fleets face when deciding which technologies are the best investments.”

The report found limited use of alternative fuels with biodiesel blends identified as the most common alternative fuel being used today.

The Technical Report, titled A Survey of Fuel Economy and Fuel Usage by Heavy-Duty Truck Fleets, and Executive Summary, are available on ATRI’s website.

Lower Fuel Prices Drive Overall Industry Costs Down

The 2016 update of ATRI’s report An Analysis of the Operational Costs of Trucking found that the trucking industry’s operational costs declined in 2015 based largely on decreased fuel costs. The annual “Ops Costs” reports utilize financial data provided directly by motor carriers throughout the country to document and analyze trucking costs. Originally started in 2008, the annual data collection now provides annual trucking industry operational costs for 2008 through 2015.

The Ops Costs research was originally recommended by ATRI’s Research Advisory Committee (RAC) as a means for providing real-world input to public sector transportation improvement analyses where, depending on the agency or political objective, different costs figures have been promulgated. Lower cost estimates have been used, for instance, to downplay the value or significance of certain transportation programs while unreasonably high figures have been used to minimize the impact of raising new creative financing fees. Therefore, ATRI developed a methodology that would quantify the key operational cost centers for motor carriers, stratified by fleet size, major industry sectors and region of the country.

Since its initial release in 2008, however, ATRI’s Ops Costs report has been highly anticipated by motor carriers and other industry stakeholders as a high-level benchmarking tool. As such, participation by motor carriers in the data collection has increased annually.

The average marginal cost per mile in 2015 was $1.59, a six percent decrease from the $1.70 found in 2014. This decline in average marginal cost per mile is attributed mostly to the steady fall in fuel prices experienced throughout 2015, but also identifies the late 2015 economic softening that continued into 2016. And, for the first time since ATRI started collecting the industry’s operational costs data, driver costs now represent a higher percentage of overall costs than does fuel.

“ATRI’s ‘ops cost’ research is an excellent barometer of the state of the nation’s economy, as it documented the softening in 2015 but also indicates that costs will be on the rise in 2016,” said Bob Costello, Chief Economist for the American Trucking Associations and a member of the ATRI Research Advisory Committee.

New to this year’s report is additional information on fleet-wide fuel economy and operating speeds and the relationship between speed limiter use and fuel economy.
Since its original publication in 2008, ATRI has received over 10,000 requests for the Operational Cost of Trucking report, and it continues to be one of the most popular reports among industry stakeholders. In addition to average costs per mile, ATRI’s report documents average costs per hour, cost breakouts by industry sector, and operating cost comparisons of U.S. regions.

A copy of the Ops Costs report can be ordered free of charge from ATRI’s website at www.atri-online.org.

Data collection for the 2017 report will commence in April. If you would like to be included in the 2017 report, please contact the research team at ATRI@trucking.org.

### Autonomous Vehicle Impacts on Trucking Industry Identified in New ATRI Research

ATRI recently released its report identifying potential impacts of autonomous vehicle technology on the trucking industry, which include significant safety and productivity benefits that may result from autonomous technology adoption. This research was identified as the top research priority for the industry by ATRI’s Research Advisory Committee earlier this year.

The analysis mapped potential autonomous vehicle impacts to the trucking industry’s top ten issues as surveyed annually by ATRI. From hours-of-service to the driver shortage to driver health and wellness, benefits and challenges to commercial drivers and motor carriers were identified across the top ten issues. For instance, ATRI identified numerous changes to the hours-of-service regulations and the ELD mandate that would allow commercial drivers to improve safety and productivity through autonomous vehicle operation.

These improvements, however, will require federal leadership and significant input from the trucking industry. ATRI’s research also documents a number of potential public sector impediments to autonomous truck deployment including poor infrastructure quality, uncertainties related to tort law, and the possible need for federal preemption.

“ATRI’s research underscores how critical it is that the trucking industry have a seat at the table as autonomous vehicle issues are debated,” said Chris Spear, president and CEO of the American Trucking Associations. “These impacts will be real and have significant consequences for the entire supply chain if they are not deliberately and thoughtfully approached with input from all stakeholders. Now is the time to make sure that autonomous vehicle technology is a win-win for the economy.”

A copy of this report is available free of charge on ATRI’s website at www.atri-online.org.

### Identifying Truck Parking Solutions at the Top of ATRI’s Research Agenda

ATRI’s Research Advisory Committee ranked truck parking as its top research priority in 2015. Since then, ATRI has been involved in a number of high-profile research activities to identify solutions to the truck parking problem.

The first release from ATRI, Understanding Truck Driver Perspectives on Parking Reservation Systems, collected and analyzed response data from driver surveys conducted in March 2015 at the Mid-America Trucking Show (MATS), and a follow-up online truck driver survey. Data submitted by more than 1,400 truck driver respondents provided insight on a variety of driver issues, including the role that “reservation-for-fee” systems may play, related space valuation and who should ultimately be responsible for truck parking fees.

In March of this year, ATRI launched its Truck Parking Diaries, allowing commercial drivers to provide detailed, qualitative information needed to fully understand the scope and extent of truck parking issues. Participating drivers recorded 14 days of truck parking activity including where they stopped prior to running out of hours, how far out
they started looking for parking, and how many truck parking spaces they encountered that were being used by non-commercial motor vehicles. ATRI’s truck parking diary report will be released soon.

ATRI is also involved in a number of state- and regional-level truck parking research studies. In September 2015, ATRI completed an analysis of statewide truck parking issues for the Kansas Department of Transportation based on the feedback of over 1,300 commercial drivers who regularly travel in and through the state. A similar initiative was just completed for the North Carolina Department of Transportation, documenting truck parking challenges in the Tar Heel State. That data collection included the input of almost 800 commercial drivers.

ATRI is also a core team member of the eight-state Mid America Association of State Transportation Officials (MAASTO) Truck Parking Information and Management System (TPMIS) development, funded through a U.S. Department of Transportation TIGER grant. As part of the MAASTO work, ATRI collected data from over 2,600 commercial drivers who operate in the states of Kansas, Minnesota, Missouri, Iowa, Wisconsin, Illinois, Indiana, Michigan, Ohio and Kentucky.

ATRI recently completed work for the Minnesota Department of Transportation to guide the DOT’s decisions on which public rest areas in the state would benefit most from expanding truck parking capacity. Using ATRI’s massive truck global positioning system (GPS) database, the ATRI research team developed a methodology for bringing a higher level of granularity to truck supply and demand in the state. The research identified truck parking demand and duration by time-of-day, day-of-week and month-of-year for both formal and informal locations used for truck parking.

“Park My Truck” App Launched by ATRI, NATSO, ATA

In October a new mobile app was launched by ATRI, the National Association of Truck Stop Operators (NATSO) and the American Trucking Associations (ATA) to help commercial drivers identify available parking. The free mobile app, Park My Truck, includes the total number of truck parking spaces for nearly 5,000 truckstops in the United States and some rest areas. Participants reporting available truck parking information include independent truckstops as well as chain locations representing 150,000 truck parking spaces.

“ATRI’s latest research has revealed that truck parking shortages rank as one of the industry’s Top 5 most pressing concerns,” said ATRI Vice President, Dan Murray. “The Park My Truck app will dramatically expand the scope of truck parking information available to drivers in an efficient, easily accessible format. It is gratifying to be part of a collaborative team that is generating real-world parking solutions for truck drivers and motor carriers alike.”

"Finding a safe place to park is a consistent issue for drivers in our industry," said ATA President and CEO Chris Spear. "While we would love to see the number of spaces increase, tightening state and federal highway budgets will limit the opportunity to expand parking capacity for the foreseeable future. It is important we have ways to let drivers know where the spaces currently exist, which is why this app, developed in cooperation with ATRI and NATSO, is so important. Directing drivers to safe parking spaces will give them opportunity to get the rest they need and the off-duty time they are required to have."

"The NATSO, ATRI, ATA partnership that jointly developed the Park My Truck app demonstrates the commitment our industry has to the safety and operational needs of truck drivers," said Judy McReynolds," chairman, CEO and president of ArcBest Corp. "This tool will ensure that truck drivers everywhere can quickly and easily find the most convenient truck parking facilities anywhere in the country."

"Park My Truck was developed by the truckstop industry in conjunction with our trucking partners based on feedback from professional drivers and trucking companies who often describe truck parking availability as a critical need," said Lisa Mullings, the president of NATSO and the NATSO Foundation.

Administered by the NATSO Foundation, Park My Truck is accessible for free by internet or through smart-phone apps by all professional drivers, trucking fleets, state and other administrators of highway rest areas.

Truck parking operators need only to have internet access and the ability to count available spaces, whether by observation or by electronic means. Truck parking providers can contact the NATSO Foundation at (703) 549-2100 or hello@parkmytruck.com to establish an account to provide truck parking availability.
On October 20, ATRI vice president Dan Murray was selected as one of two Independent Observers of the live field test of the OTTO self-driving truck. The OTTO truck drove in true “self-driving” mode for more than 120 miles on interstate I-25 between Fort Collins and Colorado Springs in Colorado, hauling 51,000 cans of Budweiser beer in the first revenue load ever moved by a self-driving truck in the U.S.

Both Dan Murray and the other Independent Observer, Deputy Chief Mark Savage of the Colorado State Patrol, monitored the truck over the course of the 3-hour trip, watching the truck independently accelerate, decelerate, signal turns and change lanes. Unlike the incorrectly labeled “driver-less cars” used on the west coast, the OTTO truck did not use any wired or wireless connectivity between humans and the truck computers, nor was a human in either the driver or passenger seat. “This was an amazing opportunity to see first-hand a self-driving truck in action,” said Dan Murray. “By any definition, this was a historical point in the trucking industry’s ongoing efforts to leverage cutting-edge technologies for safety and productivity benefits.”

Shortly after the “beer run” field test, ATRI released a much heralded report on the impacts that autonomous technologies will have on the trucking industry. This report is part of a continuing focus by ATRI on the evolution of autonomous trucking, and follows from the 2016 Research Advisory Committee’s ranking of autonomous truck research as its number one priority.