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Dave Nemo Show
8:00am CST
XM Channel 171

Thursday, January 24
Measuring the Impact of Ultra-Low Sulfur Diesel

Thursday, February 7
On-Board Safety Systems: Small Carrier Incentives

Thursday, February 21
Canadian Issues

Thursday, March 6
What Can ATRI Do For You?

Thursday, March 20
Energy and Emissions Impacts of Higher Productivity Vehicles

ATRI Studies Small Carrier Issues with On-Board Technologies

Increasing the use of on-board safety systems (OSS) is a key strategy in the continuing effort to improve highway safety while simultaneously maintaining high levels of security and efficiency. However, to date, little demographic information has been collected and analyzed on OSS (collision warning systems, lane departure warning systems, roll stability control, wireless communication systems) users by fleet size and type. The power of such data is that it will provide valuable insight into the motivators and impediments to expanded OSS investment and deployment by the various industry segments.

ATRI was recently awarded a Federal Motor Carrier Safety Administration (FMCSA) research contract to study OSS industry demographics, with a special

focus on small carrier OSS deployment. One of the goals of the research will be to identify investment thresholds and possible incentives to increase investment in OSS among small carriers. Previous ATRI research on technology utilization revealed a strong relationship between carrier size, sector and technology investment timelines; small carriers tend to invest in new technologies only after the technologies are widely used by large- and medium-sized carriers (ATRI-Gartner G2 Technology Utilization Surveys 2002 and 2005).

A key component of ATRI's research will be the input of a Safety Technology Expert Panel. ATRI is currently empanelling a group of public and private sector interests including motor

carriers, industry associations, insurance providers and technology vendors. Panel members will be utilized to provide technical input into the methodology and to provide additional insight into the key safety objectives being analyzed in the research.

In order to ensure the inclusion of driver perspectives on OSS use, ATRI will work with the Owner-Operator Independent Driver Association (OOIDA) to develop and disseminate a survey specifically designed for commercial drivers. "As the ultimate end-users of OSS technologies, the value of quantifying and understanding the issues and opportunities associated with driver use of OSS is immeasurable," said Dan Murray, ATRI's vice president for research.

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ATRI Active in National Freight Cooperative Research Program

As authorized in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), the National Freight Cooperative Research Program (NCFRP) is designed as an applied research program focused on improving the efficiency, reliability, safety and security of the nation's freight transportation system. Given its role as the trucking industry's research

organization, ATRI has been selected to participate in three of the initial NCFRP studies.

NCFRP – 01 Review and Analysis of Freight Transportation Markets
This research is intended to develop a freight primer providing public-sector decision makers with a better understanding of the critical nature of freight, the motivators driving private-sector freight decisions and

the nexus between public policy decisions and freight markets.

NCFRP – 03 Performance Measures for Freight Transportation
The goal of this research is to identify measures currently being used or with the potential for use in gauging the performance of freight transportation, particularly in the areas of efficiency, effectiveness,

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Message from the President

As the ATRI staff joins 10,000+ other transportation professionals converging in Washington, DC this month for the Transportation Research Board Annual Meeting, it is appropriate to reflect on the critical importance of research to our industry.

At the end of last year, ATRI released the results of its third annual Top Industry Issues Survey. As commissioned by the American Trucking Associations, the survey is designed to elicit from industry stakeholders the top concerns and the recommended strategies for addressing each.

Embedded in each of the issues identified in the survey is, I believe, a compelling case for continued research on solutions that will result in a safer and more productive trucking industry. And, in no issue is this more apparent than the survey's top industry concern – Hours-of-Service. Given the dynamic nature of commercial driver HOS over the past several years, it appears that research is the keystone for definitively determining the appropriate mix of rest and work for drivers. Absent credible research, decisions regarding changes to the HOS are likely to face tough scrutiny in the public's eye.

In fact it is research, including ATRI's Safety Impact of the New Hours-of-Service study, which FMCSA pointed to in its Interim Final Rule to support maintaining the HOS rules. ATRI's research showed reductions in collisions and driver injuries under the current rules compared to the pre-2004 HOS rules.

The depth and breadth of ATRI's research agenda and its potential to provide answers to challenging industry questions is central to the support provided ATRI by the trucking industry. As part of the American Trucking Associations Federation, ATRI enjoys broad support among the 50 State Trucking Associations. In particular, the State Trucking Associations listed on the opposite page have committed to an ongoing financial contribution in support of ATRI's research agenda.

On behalf of the ATRI Board of Directors, I thank each of these states, along with numerous industry contributors, for the commitment to support ATRI's research program. Your support allows ATRI to aggressively pursue the research priorities identified by the Research Advisory Committee in a way that provides timely and reliable data for the industry.

Rebecca M. Brewster
 President & COO
 American Transportation Research Institute

Board Member Spotlight: Tim Solso



One of ATRI's newest Board Members is Cummins Inc Chairman and Chief Executive Officer T.M. Solso. Mr. Solso joined the ATRI Board in June 2006.

Mr. Solso has spent his entire professional career with Cummins, starting in 1971 upon receiving his Master's of Business Administration from Harvard University. Throughout his career with Cummins he has held a number of positions, including President and Chief Operating Officer from 1995 – 2000. He was named Chairman in January 2000.

In addition to his service on the ATRI Board, Mr. Solso serves on the Board of Directors of Ball Corporation, Ashland Inc. and the Initiative for Global Development. He is also the U.S. Chairman of the U.S. – Brazil CEO Forum. In 2007 he was recognized as the Global Six Sigma Chairman of the year.

ATRI Thanks the States

ATRI would like to thank the following state trucking associations for their financial support of the industry's research agenda:

- Alabama Trucking Association**
- Arkansas Trucking Association**
- Arizona Trucking Association**
- Colorado Motor Carriers Association**
- Georgia Motor Trucking Association**
- Idaho Trucking Association**
- Illinois Trucking Association**
- Iowa Motor Truck Association**

- Kansas Motor Carriers Association**
- Kentucky Motor Transport Association**
- Maine Motor Transport Association**
- Maryland Motor Truck Association**
- Minnesota Trucking Association**
- Missouri Motor Carriers Association**
- Motor Transport Association of CT**
- Nebraska Trucking Association**
- Nevada Motor Transport Association**

- New Mexico Trucking Association**
- New York State Motor Truck Association**
- Ohio Trucking Association**
- Pennsylvania Motor Truck Association**
- South Carolina Trucking Association**
- Texas Motor Transportation Association**
- Wisconsin Motor Carriers Association**
- Wyoming Trucking Association**

RAC Member Jeff McCaig



Jeffrey J. McCaig brings 24 years of Canadian and U.S. trucking experience to his position on ATRI's Research Advisory Committee. Over the past 24 years, he's held many senior management positions

within the Trimac group of companies which led to his current position as Chairman and Chief Executive Officer of Trimac.

Mr. McCaig is currently serving as a member of the Board of Directors of the Trimac Income Fund, ORBUS Pharma Inc., Potash Corporation of Saskatchewan, and The Standard Life Assurance Company of Canada. He also is a member of a number of American and Canadian professional societies relating to the trucking industry.

2007-2008 Research Advisory Committee

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<p>James J. Eberhardt, Ph.D. U.S. Department of Energy</p>	<p>Karen Rasmussen Arizona Trucking Association</p>	

ATRI's Research Advisory Committee (RAC) is responsible for annually recommending a research agenda for the Institute.



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NFCRP (Continued from page 1)

capacity, safety, security and the impacts on infrastructure and congestion. ATRI's leadership of the FHWA-sponsored Freight Performance Measures initiative will play a key role in this research.

NFCRP – 04 Identifying and Using Low-Cost and Quickly Implementable Ways to Address Freight-System Mobility Constraints

This research will identify those low-cost capital, operational and public policy actions that improve freight mobility which can be replicated across the country to the benefit of the nation's freight transportation system.

More information on the NFCRP can be obtained from the Transportation Research Board (TRB) website at www.trb.org.

ATRI THANKS JIM STALEY FOR HIS SERVICE

ATRI wishes to thank Board Member Jim Staley, YRC Regional Transportation President and CEO, for his service on the ATRI Board. Jim retired from YRC and the ATRI Board at the end of December. Jim had been a member of the ATRI Board since 2003 and served as Chairman in 2004 and 2005. Jim has been a tremendous supporter of ATRI's and his contributions will be missed. We wish him the best in his retirement.

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