

1998 MEDIUM AND HEAVY DUTY TRUCK SALES JUMP 14.6% WHILE INDUSTRY AD SPENDING INCREASES 6.5%

Total retail sales of medium and heavy duty trucks, Class 6, 7 and 8, grew by 14.6% or 45,383 units in 1998. Sales of Class 6 trucks led the percentage gain, up 74.4%, with Class 8 trucks gaining 17.3% and Class 7 increasing by only 0.9%.

Class 8 heavy trucks set a new sales record in 1998, reaching a year end mark of 209,483 units. While 1998 sales showed the industry's current strength, expenditures for all trucking related advertising monitored by **Truck Tracks** rose only slightly more than the average 1998 magazine rate increases. Spending reached \$86.4 million, an increase of 6.5% over 1997.

Most all categories of industry publications saw a somewhat equal portion of the 1998 spending growth. The only segment showing a decline was the Dealer/Distributor category. The Owner/Driver magazines had the largest gain.

TRUCK MANUFACTURER SPENDING

Total truck OEM ad expenditures for 1998 increased significantly. Truck OEM spending overall was up 28.4% or \$6.4 million. All but one of the Class 8 truck OEM's increased trade advertising spending in the magazines monitored by **Truck Tracks** during 1998.

The main beneficiaries of truck OEM spending increases were Construction, Owner/Driver and Truck Fleet publications. Growth in the Business segment came primarily from light duty OEM's.

SPENDING AVERAGES INCREASE

There were 3 more truck industry suppliers actively advertising in 1998, 499 as opposed to 496 advertisers in 1997. The average spending per advertiser increased in 1998. It was \$173,167 vs. \$163,577 in 1997, \$148,826 in 1996, \$152,616 in 1995 and \$140,826 in 1994.

TRUCK TRACKS DATA AND REPORTS NOW AVAILABLE THROUGH INTERNET EMAIL

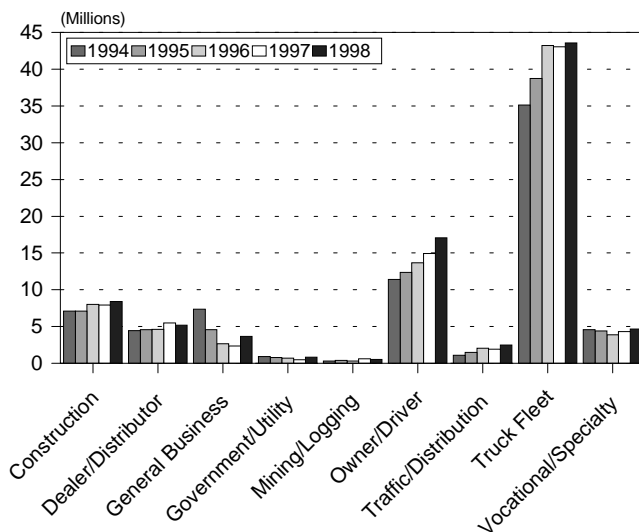
Consulting & Marketing Resources, marketer of the **Truck Tracks** Advertising Tracking Service, launched a new Internet distribution service for its reports and data in 1999.

Subscribers to **Truck Tracks** can now receive their custom reports in Adobe Acrobat PDF files, delivered via email over the Internet. Adobe Acrobat files are easy to view, print and archive. **Truck Tracks** computer data base files can also be delivered over the Internet.

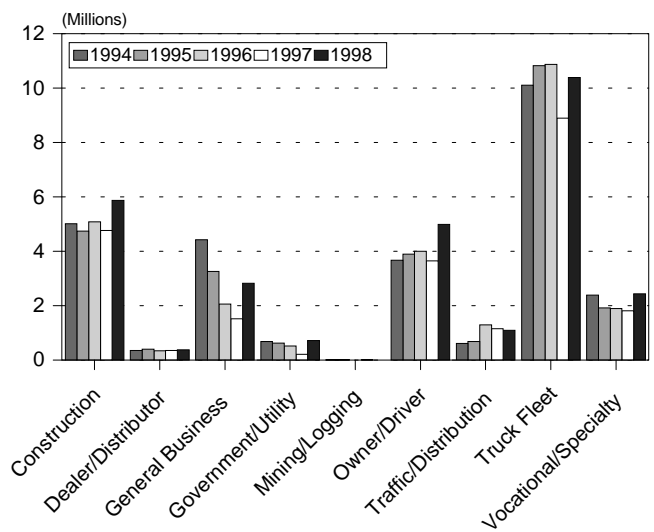
For more information on how we can help you better monitor your competitor's advertising activity, please contact us.

Consulting & Marketing Resources
 (517)739-4985 / Fax (517)739-7613
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TOTAL TRUCK INDUSTRY AD SPENDING
 (1994 - 1998 by Magazine Category)



TRUCK MANUFACTURER AD SPENDING
 (1994 - 1998 by Magazine Category)



TRUCK OEM SHARE OF TOTAL INDUSTRY AD SPENDING RISES SHARPLY IN 1998

The truck OEM's 1998 share of the total industry ad spending monitored by **TruckTracks** rose nearly 6 percentage points, from 27.5% to 33.2%, with \$6.3 million in increased advertising expenditures over 1997 levels. This was their first increase in share since 1993, when truck OEM's accounted for 40.1% of total ad spending.

The Satellite/Technology and Accessories categories gained slightly in share over 1997 figures, while all others saw their share of ad spending decline. The Tires/Retreads segment saw the largest drop, 2.6 percentage points.

TOTAL AD PAGES/REVENUE IN FLEET MARKET SEGMENT DECLINE AGAIN IN 1998

TruckTracks currently monitors 11 magazines in the Truck Fleet category. Ad revenues for the category as a whole declined a little over \$500,000 in 1998, even with the addition of Trucking Co. to the mix. The 5 major monthly fleet magazines combined saw industry spending drop by \$557,000 in their publications.

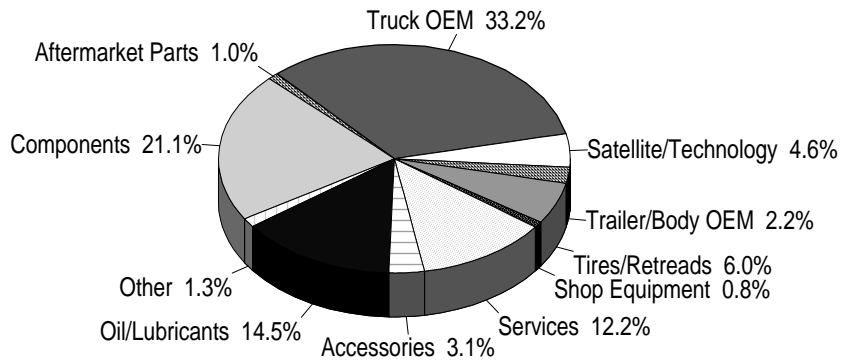
Heavy Duty Trucking holds a narrow lead in 1998 ad pages, as Fleet Owner ended the year only 19 ad pages behind. Truck Fleet Management had the sharpest drop in ad pages and saw its share decline by 3.7 percentage points, moving it from fourth place to last in the five book analysis.

The other 6 publications in the category have been making inroads into the 5 major fleet books share of ad pages for this segment. In 1996, the 5 major fleet books garnered 73.3% of the ad pages in the Truck Fleet category. The data for 1998 shows that they account for 69.8% of the total, a 2 year drop of 3.5 percentage points.

Total ad pages for the category fell 226 pages, 4,718 for 1998 vs. 4,944 in 1997. Three magazines -- Transport Topics, Southern Motor Cargo and Fleet Equipment saw small gains.

TOTAL TRUCK INDUSTRY AD SPENDING

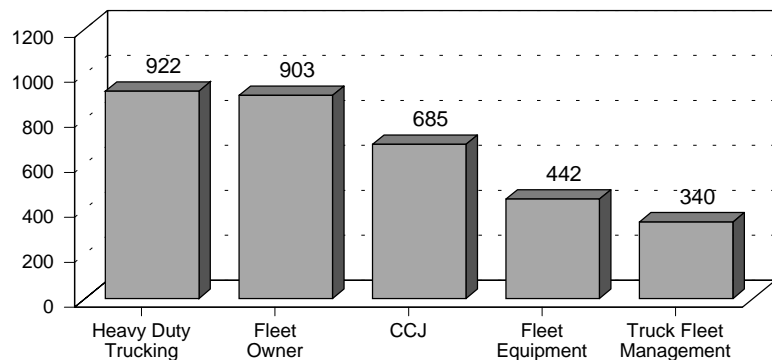
(1998 Share by Advertiser Category)



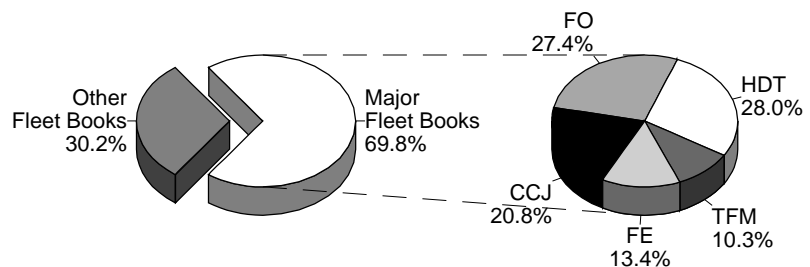
(86.4 Million Dollars)

TRUCK FLEET MAGAZINE MARKET SHARES

1998 MAJOR TRUCK FLEET MAGAZINE AD PAGES



1998 TOTAL TRUCK FLEET MAGAZINE SHARE OF MARKET



(4,718 Total Ad Pages)

(Share of 3,292 Ad Pages)

EXPENDITURE AND REVENUE CAVEAT

All dollar expenditures reported by **TruckTracks** are derived from published onetime rates for the magazines tracked. This provides the only comparable means to calculate advertising expenditures across a wide range of publications.

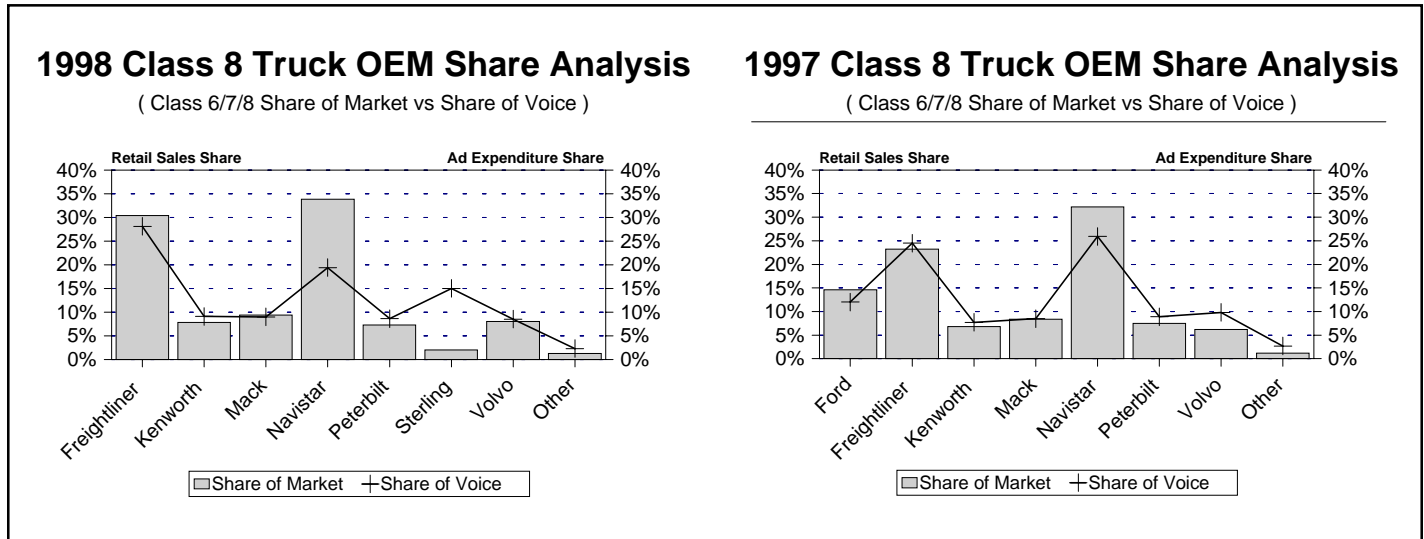
The rule of thumb in adjusting advertising expenditures for frequency discounts is to reduce the reported overall dollar expenditures by 12%. For advertisers with substantial budgets, use a percentage of 14%.

Magazine revenue can be closely estimated by reducing the gross dollar expenditures by 13%, then subtracting an additional 15% to reflect the discounts given to advertising agencies.

CONSOLIDATION AMONG CLASS 8 TRUCK OEM'S AFFECTS 1998 SHARE OF MARKET/SHARE OF VOICE STATISTICS

The **Truck Tracks** Share of Market/Share of Voice comparison is compiled and charted to demonstrate the relationship between an OEM's retail unit sales market share and their expenditures related to business-to-business trade magazine advertising. In an ideal environment, without external forces to impact on the data, year to year comparisons would pinpoint important market shifts.

The acquisition of Ford's Heavy Truck Operations by Freightliner, and the launch of the separate Sterling nameplate, has brought some short term imbalance into the 1998 Share of Market/Share of Voice comparison. Sterling entered with much lower retail share numbers than its predecessor and a relatively high Share of Voice. Navistar continues to have the highest share differential.



Sources: Share of Market - Wards Communications figures on Retail Sales / Share of Voice - **Truck Tracks** data base of advertising expenditures

TOTAL OWNER/DRIVER AD PAGES INCREASED 9.2% AS CATEGORY SPENDING GREW

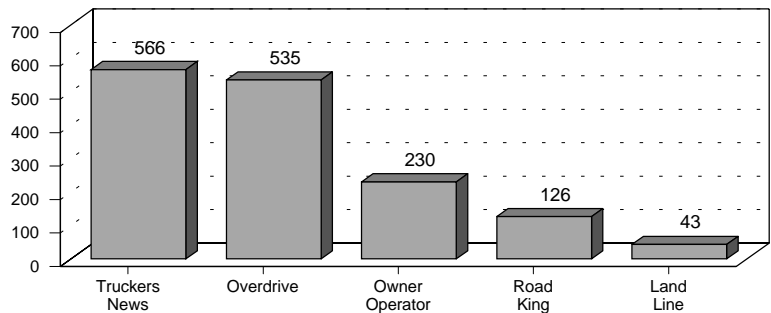
Owner/driver publications as a group finished 1998 with 127 more ad pages and a larger share of the combined Truck Fleet -- Owner/Driver categories of tracked magazines. In 1998, they had 24.1% of the combined ad pages vs. 21.7% in 1997. Total 1998 industry advertising spending increased 14.4% in Owner/Driver publications. With the new entry of Newport's RoadStar to the mix, this category of publications is certain to demonstrate significant changes when 1999 statistics are compiled.

COMPARISON NOTE

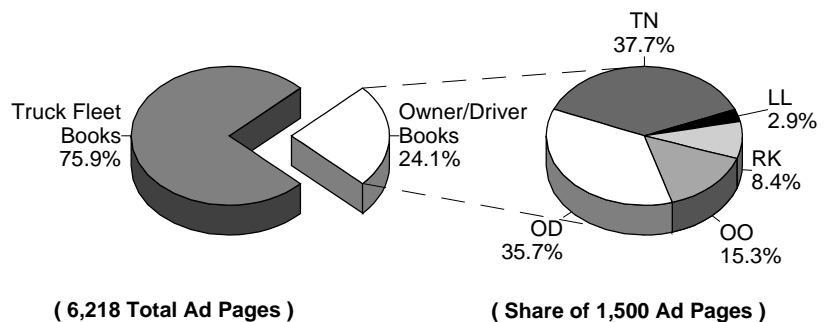
Truck Tracks ad page counts are on a "page is a page" basis. A standard 7"x10" magazine size ad page or larger is counted as one (1) page in tabloid size publications. Driver recruitment, classified, house, and trade show ads are not included, nor are advertising outserts or non-editorial supplements.

OWNER/DRIVER MAGAZINE MARKET SHARES

1998 OWNER/DRIVER MAGAZINE AD PAGES



1998 TOTAL OWNER/DRIVER MAGAZINE SHARE OF MARKET



(6,218 Total Ad Pages)

(Share of 1,500 Ad Pages)

Truck Tracks 1998 Top 25

1998 Rank	1997 Rank	1996 Rank	Medium & Heavy Duty Truck Industry Advertisers	Total Dollars (000)	Total Ad Pages
1	2	2	Freightliner (All Except Sterling)	\$4,841	514
2	3	6	Shell Oil	\$3,869	356
3	1	3	Navistar International	\$3,345	416
4	4	4	Meritor (All Divisions)	\$3,152	381
5	-	-	Sterling Truck Corporation	\$2,579	302
6	5	7	GMC/Chevrolet (No Light Duty)	\$2,199	258
7	8	9	Chevron Oil	\$1,854	180
8	7	10	Eaton Corporation (All Divisions)	\$1,652	185
9	18	8	Kenworth	\$1,570	194
10	17	14	Mack Truck	\$1,542	190
11	15	17	Peterbilt Motors	\$1,477	140
12	12	5	Volvo Truck	\$1,468	135
13	11	12	Goodyear Tire	\$1,385	131
14	6	11	Mobil Oil	\$1,371	142
15	14	15	Dana Corporation (All Divisions)	\$1,212	118
16	21	16	Texaco (All Divisions)	\$1,192	116
17	23	25	Hendrickson (All Divisions)	\$1,106	158
18	20	13	Ryder Systems	\$1,104	100
19	16	19	Caterpillar Engines	\$1,092	118
20	10	1	Ford Truck (No Light Duty)	\$1,047	70
21	22	23	Qualcomm, Inc.	\$1,033	115
22	9	24	Michelin Tire	\$934	93
23	19	21	Bridgestone/Firestone Tire	\$861	143
24	24	20	Pennzoil	\$802	70
25	13	18	Bandag	\$713	78
1998 Top 25 Totals				\$43,397	4,703

Freightliner Corporation's acquisition of Ford's Heavy Truck Operations and the subsequent formation of Sterling Truck Corporation, a wholly owned subsidiary, has them poised to replace Navistar as the number 1 maker of Class 6, 7 and 8 trucks in the U.S. market. Navistar's 1998 sales of Class 6, 7 and 8 trucks totalled 102,209 units, only 4,365 more than the combined total for Freightliner and its Sterling Truck Corporation subsidiary.

Together, Freightliner and Sterling represented 17% of the **Truck Tracks** Top 25 total dollar expenditures. Shell Oil continues to move up in the rankings, ending 1998 in second place. Navistar, dropping from 1st to 3rd, was the only Class 8 advertiser to spend less in 1998.

Freightliner led 1998 in overall industry exposure with 514 ad pages placed in the publications monitored by **Truck Tracks**. Navistar was second at 416 ad pages and Meritor third at 381 ad pages. The Top 5 advertisers collectively represented 41% of the Top 25's expenditures and 42% of their total ad pages.

As a group, **Truck Tracks** 1998 Top 25 advertisers spent \$2,216,000 more (a 5.4% increase) than their 1997 counterparts, with 164 more ad pages of exposure. Only one 1997 Top 25 advertiser - Kendall Refining -- did not make the 1998 Top 25. There were ten 1998 Top 25 advertisers which rose in rank, eleven which dropped in rank, three that stayed even with their 1997 ranking and the new entry of 5th ranked Sterling Truck.



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