

# ATD

## YEAR-ROUND DIGITAL ADVERTISING

- ATD Insider
- ATD.org



AMERICAN  
TRUCK DEALERS  
A DIVISION OF NADA

## ATD INSIDER

ATD Insider is the best source for retail truck-industry news, with 13,000 subscribers—including dealers, truck makers and the media.

*Choice of four banners, each with 100% share of voice.*

Pricing:

- 1 1200 x 100-pixel banner—\$500 (net) per month
- 2 400 x 400-pixel banner (also used for ATD in-house promotions; please call for availability)—\$500 (net) per month
- 3 1200 x 100-pixel banner—\$250 (net) per month
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THE YEAR ATD INSIDER LAUNCHED

2007



WEEKLY EMAIL SUBSCRIBERS

13,000+



AVERAGE MONTHLY OPEN RATE

18%



Source: Act-On Software, Inc., 2020

**ATD INSIDER** Sept. 16, 2020  
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**ATD Chairman Steve Bassett: Election Time at ATD**

With the 2020 presidential election right around the corner—and ballots going out for ATD line representative seats—it's an opportune time to discuss how your ATD officials are elected, and how they represent your interests at your national association. A sentiment I hear from new line representatives all the time is that many dealers do not realize how much ATD does for its members. I know this because I had the same feeling when I first joined the ATD board in 2015, and now I have the privilege of having the driver's side view.  
Source: ATD

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**Top Stories**

**COVID-19 Pandemic Stalls Replacement Cycles**  
Motor carriers paused their replacement cycles during the early days of the COVID-19 pandemic, but most dealers, fleets and analysts said the industry merely delayed making purchases for a few months, and they don't expect long-term changes. When the pandemic struck, most truck dealers "got hit pretty hard," said Rusty Rush, chairman and CEO of Rush Enterprises, which operates more than 115 commercial vehicle dealerships in the United States.  
Source: *Transport Topics*

**August Class 8 Sales Hit Highest Mark of 2020 at 17,685**  
U.S. Class 8 retail sales in August hit the high point of the year, clearing 17,000 as Freightliner notched a leading 41.1% market share, WardsAuto.com reported. As the goods-based portion of the economy chugged on despite the pandemic, sales of new heavy-duty trucks reached 17,685, according to Wards. That was down 24.6% compared with 23,466 a year earlier when sales had posted the first year-over-year decline in a little more than two years. Year-to-date sales in August fell to 114,795, down 37.4% compared with 2019. All truck brands in the month posted year-over-year declines, with all but one declining by double digits.  
Source: *Transport Topics*

**Editor's Note:** While there are encouraging signs for U.S. Class 8 retail sales, all heavy-duty truck makers are still expecting significant sales declines this year from their forecasted sales and compared to previous years due to the pandemic and related economic uncertainty. ATD continues to urge suspension of the federal excise tax (FET) which would retain jobs in the industry, spur new truck sales, and replace older trucks with newer, cleaner, and safer trucks.

**Quotable**

"I think the good news is in our industry, you eventually have to replace those trucks. You can delay purchasing for six months or 12 months, but those trucks still get age on them, and they still have a higher cost of operation, and the newer trucks [are] cleaner, greener and better fuel-economy trucks."  
— Steve Bassett, ATD Chairman, *Transport Topics*, Sept. 15

**THE LEAD GENERATOR'S HANDBOOK**  
Optimizing leads with identity verification and completion  
WHITEPAPER  
The Customer Identity Management Experts

**ATD Academy**  
The next available class, which includes six sessions over the course of a year, starts Mar. 9, 2021. [Click here](#) for more details.

**The Digital Experience Your Customers Expect.**  
DISCOVER WHAT'S NEW IN DEALER

**Court Denies Wisconsin Trucking Company's Refund for FET on Glider Kits**  
A Wisconsin trucking company's claim against the United States for a refund of over \$9 million in federal excise taxes was denied last week by a federal court. The trucking company, Schneider National Leasing, paid FET related to the purchase of nearly 1000 truck tractors that were "refurbished" using glider kits, but argued that a refund was due because the "75% rule" exemption in I.R.C. § 4052(f) applied to those articles. The court denied the refund claim sought by Schneider finding that the "75% rule" generally did not apply in these circumstances because the use of the glider kits did not result in the "repair or modification of an existing tractor," but instead "resulted in the creation of a new or different [taxable] tractor."  
Public health advocates have told the Tenth Circuit that a lower court was right to impose roughly \$850,000 in fines against the hosts of Discovery Channel's "Diesel Brothers," arguing they made money by altering vehicles to increase their emissions in violation of the Clean Air Act.  
Source: *Law360*

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**More News and Updates on ATD's Social Media Channel**  
Are you following ATD on social media? If not, follow ATD's social channels to get more updates, news, see the latest blog posts and more. Click to follow ATD on [Facebook](#), [Twitter](#), [LinkedIn](#), and our brand new [ATD NextGen group](#) on LinkedIn.  
Source: ATD

## ATD.ORG

Founded in 1970, the American Truck Dealers (ATD) division of NADA is the only national organization representing dealers selling new medium- and heavy-duty trucks.

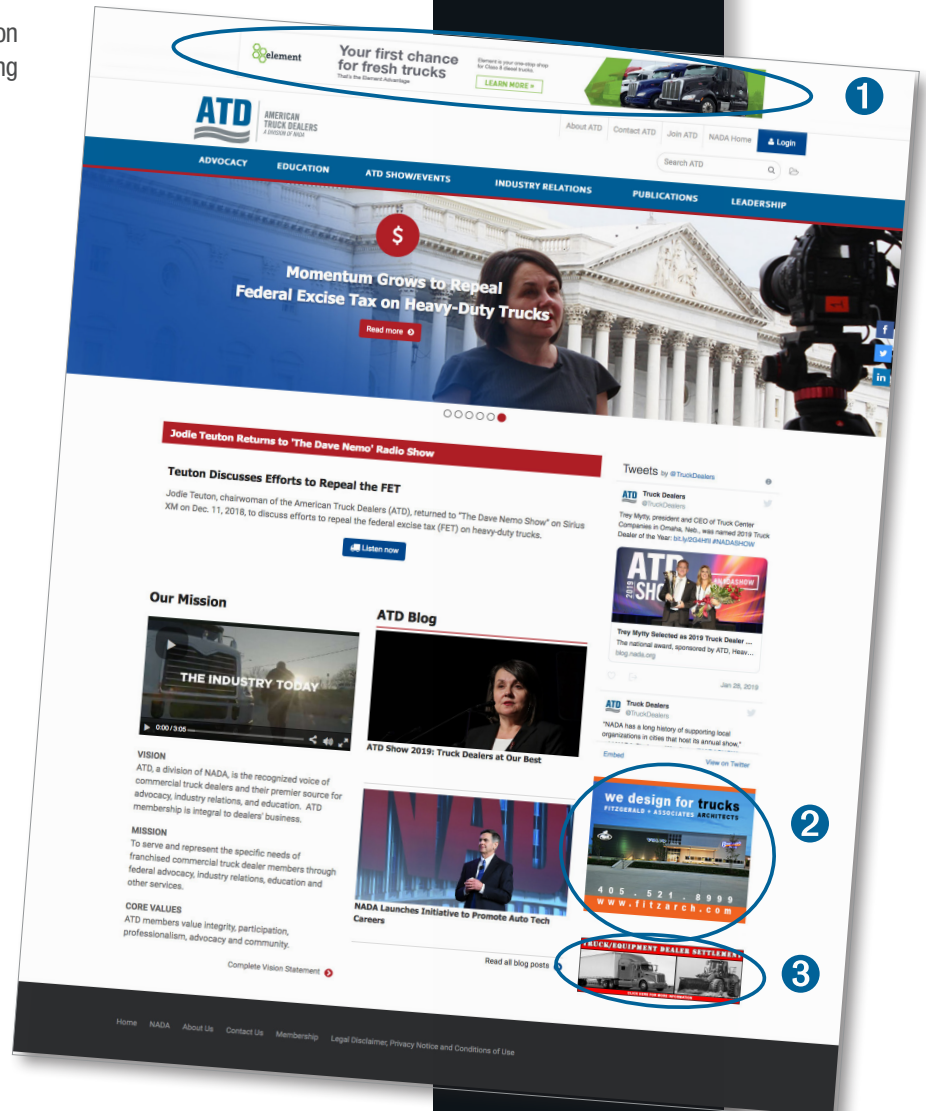
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Source: Google Analytics; 9/1/2019 — 8/31/2020





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#### DETAILS

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- All digital advertising placements are invoiced monthly, unless prior arrangements have been made and agreed to by both parties.
- Insertion orders are considered binding contracts.

#### NOTICES

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- No conditions shall be binding on ATD unless specifically agreed to in writing by ATD. Rates are subject to change on notice from ATD.
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- ATD will not supply proof of purchase for any advertisement or sponsorship other than print.

