























| | JANUARY | FEBRUARY | MARCH | APRIL |
|--|--|---|--|--|
| TRENDING NOW Monthly Content            | <p>HEAVY-DUTY Trending Focus: Engines Related trends: Remanufacturing, Starters, Alternators, Filtration, Transmissions, Axles</p> <p>MEDIUM-DUTY Trending Focus: Transmissions Related trends: Axles, Engines, Fuels, Fuel Efficiency, Over-the-Air Updates</p> <p>COMPONENTS Trending Focus: Tires Related trends: Retreads, Tire Pressure, Wheels, Fuel Efficiency, Trailers</p> <p>TECHNOLOGY Trending Focus: Telematics Related trends: ELDs, Remote Diagnostics, Fuel Efficiency, Driver Retention, Over-the-Air Updates, Data</p> <p>SERVICE Trending Focus: Seasonal Maintenance Related trends: Batteries, Coolant, Electrical, Maintenance, Support</p> | <p>HEAVY-DUTY Trending Focus: Brakes Related trends: Axles, Suspensions, Tires, Advanced Driver Assistance Systems</p> <p>MEDIUM-DUTY Trending Focus: Axles Related trends: Brakes, Engines, Suspensions, Transmissions</p> <p>COMPONENTS Trending Focus: Electrical Related trends: Batteries, Cabs, Lighting</p> <p>TECHNOLOGY Trending Focus: Telematics Related trends: Data, ELDs, Over-the-Air Updates, Cameras</p> <p>SERVICE Trending Focus: Advanced Driver Assistance Systems Related trends: Telematics, Brakes, Wheel Ends, Regulation, Compliance</p> | <p>HEAVY-DUTY Trending Focus: Trailers Related trends: Fuel Efficiency, Regulation, Suspensions, Tires, Wheels</p> <p>MEDIUM-DUTY Trending Focus: Electrification Related trends: Regulation, Fuel Efficiency, Finance</p> <p>COMPONENTS Trending Focus: Suspensions Related trends: Axles, Brakes, Maintenance</p> <p>TECHNOLOGY Trending Focus: Driver Retention Related trends: Cabs, Advanced Driver Assistance Systems, Suspensions, Cameras, Telematics, ELDs</p> <p>SERVICE Trending Focus: Maintenance Programs Related trends: Predictive Maintenance, Training, Shop Management</p> | <p>HEAVY-DUTY Trending Focus: Transmissions Related trends: Axles, Engines, Fuels, Fuel Efficiency, Over-the-Air Updates</p> <p>MEDIUM-DUTY Trending Focus: Last-Mile Delivery Related trends: Cabs, Chassis, Fuel Efficiency, Finance, Vans</p> <p>COMPONENTS Trending Focus: Oils Related trends: Coolants, Lubrication, Engines, Maintenance</p> <p>TECHNOLOGY Trending Focus: Data Related trends: ELDs, Over-the-Air Updates, Maintenance, Support</p> <p>SERVICE Trending Focus: Shop Management Related trends: Finance, Telematics, Data, Maintenance, Support, Shop Software</p> |

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| | MAY | JUNE | JULY | AUGUST |
|--|--|---|--|--|
| TRENDING NOW Monthly Content            | HEAVY-DUTY Trending Focus: Driver Retention Related trends: Cabs, Advanced Driver Assistance Systems, Suspensions, Cameras, Telematics, ELDs MEDIUM-DUTY Trending Focus: Vocational Related trends: Engines, Transmissions, Maintenance COMPONENTS Trending Focus: Filtration Related trends: Engines, Oils, Coolant, Cabs, Maintenance TECHNOLOGY Trending Focus: Remote Diagnostics Related trends: Engines, Transmissions, Telematics, Data, Over-the-Air Updates SERVICE Trending Focus: Tires Related trends: Trailers, Tire Pressure, Maintenance, Data, Telematics, Wheels | HEAVY-DUTY Trending Focus: Trailers Related trends: Telematics, Data, Tires, Suspensions, Axles, Wheels MEDIUM-DUTY Trending Focus: Engines Related trends: Transmissions, Remanufacturing, Vocational COMPONENTS Trending Focus: Wheels Related trends: Wheel Ends, Maintenance, Tires TECHNOLOGY Trending Focus: Electrification Related trends: Regulation, Fuel Efficiency, Finance SERVICE Trending Focus: Brakes Related trends: Advanced Driver Assistance Systems, Maintenance, Support, Tires, Axles, Suspensions | HEAVY-DUTY Trending Focus: Coolants Related trends: Oils, Lubrication MEDIUM-DUTY Trending Focus: Tires Related trends: Fuel Efficiency, Wheels, Brakes, Wheel Ends, Advanced Driver Assistance Systems COMPONENTS Trending Focus: Lighting Related trends: Electrical, Batteries, Maintenance TECHNOLOGY Trending Focus: Data Related trends: Telematics, ELDs, Dashboards SERVICE Trending Focus: Aftermarket Related trends: Maintenance, Parts, Shop Management | HEAVY-DUTY Trending Focus: Suspensions Related trends: Axles, Brakes MEDIUM-DUTY Trending Focus: Telematics Related trends: Data, ELDs, Cameras, Finance, Over-the-Air Updates COMPONENTS Trending Focus: Engines Related trends: Remanufacturing, Starters, Alternators, Filtration, Transmissions, Axles TECHNOLOGY Trending Focus: Advanced Driver Assistance Systems Related trends: Regulation, Compliance, Automated Trucks, Brakes, Cameras SERVICE Trending Focus: Tires Related trends: Tire Pressure, Maintenance, Telematics, Data, Wheels |

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| | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|--|---|--|---|---|
| TRENDING NOW Monthly Content            | <p>HEAVY-DUTY Trending Focus: Axles Related trends: Suspensions, Engines, Transmissions, Brakes, Maintenance</p> <p>MEDIUM-DUTY Trending Focus: Remote Diagnostics Related trends: Engines, Transmissions, Telematics, Data, Over-the-Air Updates</p> <p>COMPONENTS Trending Focus: Seasonal Maintenance Related trends: Winterization, Trailers, Batteries, Lighting, Electrical, Finance, Maintenance, Parts</p> <p>TECHNOLOGY Trending Focus: Engines Related trends: Telematics, Data, Over-the-Air Updates, Transmissions, Axles</p> <p>SERVICE Trending Focus: Predictive Maintenance Related trends: Telematics, Data</p> | <p>HEAVY-DUTY Trending Focus: Cabs Related trends: Driver Retention, Paints</p> <p>MEDIUM-DUTY Trending Focus: Vocational Related trends: Tires, Cabs, Chassis, Advanced Driver Assistance Systems</p> <p>COMPONENTS Trending Focus: Batteries Related trends: Electrical, Lighting, Seasonal Maintenance, Electrification</p> <p>TECHNOLOGY Trending Focus: Data Related trends: Telematics, Fuel Efficiency, ELDs</p> <p>SERVICE Trending Focus: Lubrication Related trends: Oils, Coolants, Engines, Transmissions</p> | <p>HEAVY-DUTY Trending Focus: Driver Retention Related trends: Cabs, Advanced Driver Assistance Systems, Suspensions, Cameras, Telematics, Dashboards</p> <p>MEDIUM-DUTY Trending Focus: Transmissions Related trends: Engines, Axles, Oils, Lubrication, Remanufacturing, Maintenance</p> <p>COMPONENTS Trending Focus: Aftermarket Related trends: Maintenance, Parts, Brakes, Wheel Ends</p> <p>TECHNOLOGY Trending Focus: Cameras Related trends: Telematics, Data, Driver Retention</p> <p>SERVICE Trending Focus: Trailers Related trends: Telematics, Data, Axles, Brakes, Suspensions, Tires, Wheels</p> | <p>HEAVY-DUTY Trending Focus: Tires Related trends: Wheels, Fuel Efficiency, Maintenance, Brakes, Retreads, Tire Pressure, Telematics, Data</p> <p>MEDIUM-DUTY Trending Focus: Electrification Related trends: Regulation, Finance, Fuel Efficiency</p> <p>COMPONENTS Trending Focus: Axles Related trends: Brakes, Suspensions, Engines, Transmissions, Maintenance</p> <p>TECHNOLOGY Trending Focus: Advanced Driver Assistance Systems Related trends: Regulation, Compliance, Automated Trucks, Cameras, Brakes</p> <p>SERVICE Trending Focus: Shop Management Related trends: Invoicing, Aftermarket, Parts, Telematics, Data, Finance, Shop Software</p> |

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