

# FleetOwner®

## FLEET OWNER EQUIPMENT WEEKLY

NEW PRODUCT AND SERVICE NEWS FOR THE TRUCKING INDUSTRY

Fleet Owner Equipment Weekly is a regular e-newsletter written for fleet managers and executives at private and for-hire commercial businesses. The title covers the latest product offerings and technologies from some of the leading companies serving commercial fleets, following trends shaping the industry and offering insights on new products and services that could help fleet owners and managers run their operations more efficiently and profitably.

### 1 580x80 AD UNIT

Ad Type	Size	Text	Media Format	File Size	Rates
Leaderboard	580 x 80	N/A	GIF, JPEG	15K max, no Flash files	\$3,295 net/mo

### 2 180x150 AD UNIT WITH TEXT-AD

Ad Type	Size	Text	Media Format	File Size	Rates
Text Ad Plus Banner	180 x 150	50 words	GIF, JPEG Text & linking URL to website	25K max, no Flash files	\$2,695 net/mo

### 3 300x250 AD UNIT

Ad Type	Size	Text	Media Format	File Size	Rates
Boombbox	300 x 250	50 words	GIF, JPEG	N/A	\$3,195 net/mo

### 4 50-WORD TEXT AD


Ad Type	Size	Text	Media Format	File Size	Rates
Text Ad	N/A	50 words	Text & linking URL to website	N/A	\$1,995 net/mo

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EQUIPMENT WEEKLY



**Electric Fuso Canter coming to U.S. in 2017**

HANNOVER, GERMANY. Once skeptical about the practicality of electric-powered commercial vehicles, Daimler Trucks is now planning to bring the Fuso eCanter to the U.S. market next year and to follow with production of electric light trucks from its van group by 2018. [Read More](#)

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**Navistar ready for product-sharing with VW**

HANNOVER, GERMANY. As soon as Volkswagen Truck and Bus' investment deal in Navistar closes, teams from both companies "will sit down to go through the product portfolios of both from A to Z," according to Troy Clark, Navistar president and CEO. [Read More](#)





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**Eaton AMT software update automates truck docking**

HANNOVER, GERMANY. A transmission software update that can automate docking and remote diagnostics were among the advanced technologies showcased by Eaton's Vehicle Group at the IAA 2016 commercial vehicle show. [Read More](#)

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