

# WORK TRUCK WEEK 2025 BREAKS RECORDS, REDEFINES PRIORITIES

Frankly  
Speaking...



FLD's roving observer FLD Frank was thrilled to attend this year's Work Truck Week and has a few thoughts on this year's show that he'd like to share!

- This year's Work Truck Week appears to have set **new records** for both **attendance** and **exhibitors** (official numbers have yet to be released.)
- WTW25 **solidified its position as fleet's top show**, with many customers and visitors to our booth calling it the one conference they could meet with everyone in the fleet universe
- **Tariffs** were top of mind, with attendees openly wondering how the flurry of new executive orders will affect their businesses (which seems to be anyone's guess at this point.)
- In an industry that thrives on **relationships**, strengthening existing – and making new – ones ruled over the the latest shiny object or new product introduction.
- **EVs** – which had an explosive coming out at WTW22 – faced **mounting uncertainty**, something we've seen with our own clients as they determine if EVs make sense, they have the right number, or units can be moved to locations with better climate and infrastructure.
- Fleet pros seemed more at ease with getting a **reprieve from having to implement EVs**, and most exhibitors who had the time and money reduced EV messaging on booths.
- **Alternative fuels** like hydrogen and propane grabbed the spotlight as fleets looked for ways to meet government mandates or corporate ESG goals.
- The **Big 3** featured massive exhibits focused on all things electric (but they were the only ones.) GM seemed to be 18 months behind, while Stellantis featured some noteworthy RAM product at its booth. Look for continued challenges for this group.
- **Freightliner, Hino and Peterbilt** featured typical offerings, while **Isuzu** showcased several new units. Israeli based manufacturer **REE** demo'd a Class 5 EV.
- **TeamFLD was out in force**, with our biggest booth ever and 9 staffers including CEO Ron Sanders, President Gary Mott and SVP of Sales and Marketing Bill Bishop.
- We were thrilled to **host our Customer Advisory Board** in the VIP suite at the Indiana Pacers game, where we gathered for a fun night of food, drinks and great times the night before WTW officially started!



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