

# 2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH
<p><b>MONTHLY CONTENT FOCUS</b></p> <p>ACROSS ALL PLATFORMS</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Engines Related trends: Remanufacturing, Starters, Alternators, Filtration, Transmissions, Axles (Content included in Fleet Future Podcast.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Transmissions Related trends: Axles, Engines, Fuels, Fuel Efficiency, Over-the-Air Updates (Content included in FE Unscripted Video Series.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Tires Related trends: Retreads, Tire Pressure, Wheels, Fuel Efficiency, Trailers (Content included in FE's Webinar Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Telematics Related trends: ELDs, Remote Diagnostics, Fuel Efficiency, Driver Retention, Over-the-Air Updates, Data</p> <p>» <b>SERVICE</b> Trending Focus: Seasonal Maintenance Related trends: Batteries, Coolant, Electrical, Maintenance, Support (Content included in FE's On the Road Video Series.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Brakes Related trends: Axles, Suspensions, Tires, Safety Systems (Content included in FE Webinar Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Axles Related trends: Brakes, Engines, Suspensions, Transmissions</p> <p>» <b>COMPONENTS</b> Trending Focus: Electrical Related trends: Batteries, Cabs, Lighting (Content included in FE's On the Road Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Cameras Related trends: Data, ELDs, Over-the-Air Updates (Content included in Fleet Future Podcast.)</p> <p>» <b>SERVICE</b> Trending Focus: Safety Systems Related trends: Telematics, Brakes, Wheel Ends, Regulation, Compliance (Content included in FE Unscripted Video Series.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Trailers Related trends: Fuel Efficiency, Regulation, Suspensions, Tires, Wheels (Content included in FE's On the Road Video Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Electrification Related trends: Regulation, Fuel Efficiency, Finance (Content included in FE's Webinar Series.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Suspensions Related trends: Axles, Brakes, Maintenance (Content included FE Unscripted Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Driver Retention Related trends: Cabs, Safety Systems, Suspensions, Cameras, Telematics, ELDs</p> <p>» <b>SERVICE</b> Trending Focus: Maintenance Programs Related trends: Predictive Maintenance, Training, Shop Management (Content included in Fleet Future Podcast.)</p>

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	APRIL	MAY	JUNE
<p><b>MONTHLY CONTENT FOCUS</b></p> <p>ACROSS ALL PLATFORMS</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Transmissions Related trends: Axles, Engines, Fuels, Fuel Efficiency, Over-the-Air Updates</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Last-Mile Delivery Related trends: Cabs, Chassis, Fuel Efficiency, Finance, Vans (Content included in Fleet Future Podcast.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Oils Related trends: Coolants, Lubrication, Engines, Maintenance (Content included in FE's On the Road Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Data Related trends: ELDs, Over-the-Air Updates, Maintenance, Support (Content included in FE Unscripted Video Series.)</p> <p>» <b>SERVICE</b> Trending Focus: Shop Management Related trends: Finance, Telematics, Data, Maintenance, Support, Shop Software (Content included in FE's Webinar Series.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Driver Retention Related trends: Cabs, Safety Systems, Suspensions, Cameras, Telematics, ELDs (Content included in FE Unscripted Video Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Vocational Related trends: Engines, Transmissions, Maintenance</p> <p>» <b>COMPONENTS</b> Trending Focus: Filtration Related trends: Engines, Oils, Coolant, Cabs, Maintenance (Content included in FE's Webinar Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Remote Diagnostics Related trends: Engines, Transmissions, Telematics, Data, Over-the-Air Updates (Content included in FE's On the Road Video Series.)</p> <p>» <b>SERVICE</b> Trending Focus: Tires Related trends: Trailers, Tire Pressure, Maintenance, Data, Telematics, Wheels (Content included in Fleet Future Podcast.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Trailers Related trends: Telematics, Data, Tires, Suspensions, Axles, Wheels (Content included in FE Unscripted Video Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Engines Related trends: Transmissions, Remanufacturing, Vocational (Content included in FE's Webinar Series.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Wheels Related trends: Wheel Ends, Maintenance, Tires</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Electrification Related trends: Regulation, Fuel Efficiency, Finance (Content included in Fleet Future Podcast.)</p> <p>» <b>SERVICE</b> Trending Focus: Brakes Related trends: Safety Systems, Maintenance, Support, Tires, Axles, Suspensions (Content included in FE's On the Road Video Series.)</p>

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	JULY	AUGUST	SEPTEMBER
<p><b>MONTHLY CONTENT FOCUS</b></p> <p>ACROSS ALL PLATFORMS</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Coolants Related trends: Oils, Lubrication (Content included in FE Unscripted Video Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Vocational Related trends: Engines, Transmissions, Maintenance</p> <p>» <b>COMPONENTS</b> Trending Focus: Lighting Related trends: Electrical, Batteries, Maintenance (Content included in FE's On the Road Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Data Related trends: Telematics, ELDs, Dashboards (Content included in FE's Webinar Series.)</p> <p>» <b>SERVICE</b> Trending Focus: Aftermarket Related trends: Maintenance, Parts, Shop Management (Content included in Fleet Future Podcast.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Suspensions Related trends: Axles, Brakes (Content included in FE's Webinar Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Telematics Related trends: Data, ELDs, Cameras, Finance, Over-the-Air Updates (Content included in Fleet Future Podcast.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Aftermarket Related trends: Maintenance, Parts, Brakes, Wheel Ends</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Safety Systems Related trends: Regulation, Compliance, Automated Trucks, Brakes, Cameras (Content included in FE Unscripted Video Series.)</p> <p>» <b>SERVICE</b> Trending Focus: Tires Related trends: Tire Pressure, Maintenance, Telematics, Data, Wheels (Content included in FE's On the Road Video Series.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Axles Related trends: Suspensions, Engines, Transmissions, Brakes, Maintenance</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Remote Diagnostics Related trends: Engines, Transmissions, Telematics, Data, Over-the-Air Updates (Content included in FE's Webinar Series.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Seasonal Maintenance Related trends: Winterization, Trailers, Batteries, Lighting, Electrical, Finance, Maintenance, Parts (Content included in FE Unscripted Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Engines Related trends: Telematics, Data, Over-the-Air Updates, Transmissions, Axles (Content included in FE's On the Road Video Series.)</p> <p>» <b>SERVICE</b> Trending Focus: Predictive Maintenance Related trends: Telematics, Data (Content included in Fleet Future Podcast.)</p>

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	OCTOBER	NOVEMBER	DECEMBER
<p><b>MONTHLY CONTENT FOCUS</b></p> <p>ACROSS ALL PLATFORMS</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Cabs Related trends: Driver Retention, Paints (Content included in FE's Webinar Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Vocational Related trends: Tires, Cabs, Chassis, Safety Systems (Content included in Fleet Future Podcast.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Batteries Related trends: Electrical, Lighting, Seasonal Maintenance, Electrification (Content included in FE's On the Road Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Data Related trends: Telematics, Fuel Efficiency, ELDs</p> <p>» <b>SERVICE</b> Trending Focus: Lubrication Related trends: Oils, Coolants, Engines, Transmissions (Content included in FE Unscripted Video Series.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Driver Retention Related trends: Cabs, Safety Systems, Suspensions, Cameras, Telematics, Dashboards (Content included in Fleet Future Podcast.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Transmissions Related trends: Engines, Axles, Oils, Lubrication, Remanufacturing, Maintenance</p> <p>» <b>COMPONENTS</b> Trending Focus: Aftermarket Related trends: Maintenance, Parts, Brakes, Wheel Ends (Content in FE Unscripted Video Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Cameras Related trends: Telematics, Data, Driver Retention (Content included in FE's On the Road Video Series.)</p> <p>» <b>SERVICE</b> Trending Focus: Trailers Related trends: Telematics, Data, Axles, Brakes, Suspensions, Tires, Wheels (Content included in FE's Webinar Series.)</p>	<p>» <b>HEAVY-DUTY</b> Trending Focus: Tires Related trends: Wheels, Fuel Efficiency, Maintenance, Brakes, Retreads, Tire Pressure, Telematics, Data (Content included in FE's On the Road Video Series.)</p> <p>» <b>MEDIUM-DUTY</b> Trending Focus: Electrification Related trends: Regulation, Finance, Fuel Efficiency (Content included in FE Unscripted Video Series.)</p> <p>» <b>COMPONENTS</b> Trending Focus: Axles Related trends: Brakes, Suspensions, Engines, Transmissions, Maintenance (Content included in FE's Webinar Series.)</p> <p>» <b>TECHNOLOGY</b> Trending Focus: Safety Systems Related trends: Regulation, Compliance, Automated Trucks, Cameras, Brakes (Content included in Fleet Future Podcast.)</p> <p>» <b>SERVICE</b> Trending Focus: Shop Management Related trends: Invoicing, Aftermarket, Parts, Telematics, Data, Finance, Shop Software</p>

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