ABSTRACT

Change in the LTL Industry & Future Implications

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The 1980 deregulation of the trucking industry resulted in a major disruption in the competitive landscape. In the LTL segment, the resulting transformation produced many winners and losers, some of which did not develop for over a generation due to network capital requirements and other factors. Meanwhile, while LTL freight moves in much the same way as it did historically, technology applications today are everywhere and have fundamentally changed the drivers of success. With even more emerging technology applications on the horizon and others yet to be developed, who will be the future winners and losers and how do companies position themselves in an increasingly changing, if not disruptive, competitive marketplace?