



Behind the Wheels Podcast Transcription

Season 2 Bonus Episode 4: Buying a Truck in 2021 with Jason Cuddy from Transportation Exchange

ANNOUNCER

You're listening to Behind the Wheels with Doug Mason, Dave Walters, and Mike Yagley. This is a show where we talk about heavy truck and medium duty axle ends. Doug, Dave, and Mike bring close to 100 years of experience and expertise in the transportation business.

Join us once a month to learn new things about axle ends. Sponsored by Alcoa® Wheels, the global leader in aluminum wheel innovation.

MIKE YAGLEY

Welcome to another episode of Behind the Wheels. I'm Mike Yagley.

DAVE WALTERS

I'm Dave Walters.

MIKE YAGLEY

And stepping in for us today... Doug Mason will not be here. So we have Michael Nowoslawski joining us from Alcoa Wheels, the sales organization. Mike, how are you doing?

MICHAEL NOWOSLAWSKI

Good. How are you guys doing? Good to be here.

MIKE YAGLEY

Great to have you. For today, we're going to be talking a little bit with Jason Cuddy. He is the host of the transportation exchange podcast. Put out by Rush Truck Centres. Welcome Jason.

JASON CUDDY

Hey, thank you. Thanks for having me.

MIKE YAGLEY

So glad you were able to join us. Why don't you tell us a little bit about yourself. Just give us a little feel for who you are.

JASON CUDDY

Yeah. No, definitely. We'll start here and go backwards. So currently account manager here at Rush Truck Centres of Canada based in the Southern Ontario region. And I'm working at Yashua locations, just a little bit east of the Toronto market. Got started 20... I guess we're now 21 years ago in the trailer rental world. Did that for about seven years. Did some forklift, parts and service sales for three years and then realized I had too many friends, too many connections in this industry. I got pulled back in and haven't left since. Went back into trailers. Worked at Rider for a handful of years, doing truck leasing and kind of morphed into the dealership world that we are in here. So that's the shortened version of how I got in here and the journey to today.



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MIKE YAGLEY

I think everybody has a circuitous route to this business. Unless you're like a Dave Walters where you're born into it. There's not a whole lot of people who go through high school thinking I'm going to be in this business. This is sort of a family industry. And a lot of us get sucked into it and fall in love with it that way. So why don't you tell us a little bit about the transportation exchange podcast?

JASON CUDDY

Yeah. So that came out... It was an idea we had. I mean, I'd been listening to podcasts for quite a while and like anything when you listen to it or watch it enough, you think you can do it. So you figure, hey. Let's dive in and try to... So it's an idea I had thinking... There's a couple of formats I'd listened to that I found intriguing as far as they would talk to kind of, lack of better words, local celebrities. And it'd get their background and their history. You learnt a lot about the person you'd seen all the time, but you didn't know who they were. And I'm like, that'd be kind of interesting for our industry. Again, it's a tight knit group as you know. You know a lot of the people, but you don't know them.

JASON CUDDY

We didn't know. So, you know who they are. You know what they do with you from a working point of view. You hung out with them at some industry events. But you never got to know the person. So I thought this would be kind of cool way to provide some different content for the customers. Allow us to kind of get into other areas of the industry that we maybe don't touch with the products and services we offer. But, I guess the name out there. But it gets us to know our suppliers, our customers a little bit better. And we kind of came up with a two-prong approach where we talked to OEM and manufacturers like yourself and Cummins and Maxon and those kinds of companies, and sit down with our main contacts. Learn about the company. Learn about the people and their background, and how they got into the industry and their path to where they are today.

JASON CUDDY

And then talk about the products and services and kind of new information and technologies that may not be aware to everybody. And on top of that, we started talking to some key personalities. CEOs, owners of businesses, and dive into their history of how they got into it. How they started a company and what they've gone through? How did they grow it? What have they learned? That 20, 30 minutes with the CEO you don't normally get. Well, now they're all their employees. Their friends can kind of hear that conversation. They probably always wanted to ask but never had a chance to. So, we've done... I think we have about eight episodes posted now. We started in 2019 and then COVID hit. And that kind of shut us down for quite a while.

JASON CUDDY

And we effectively launched it at about September of last year. So we've got about eight episodes posted up on our website and we've prerecorded a whole bunch more. So, it's gaining some traction. The guests have been great. This has been fun conversation. Kind of like yourselves. We like to keep it to a loose conversation where at the end of the day, if you're driving between appointments or on your way home, you can throw it on in the car. Listen to it. And you may learn something by the end of the trip.

MIKE YAGLEY

Right. Rush Truck Center is like a 600-pound gorilla out there when it comes to what you guys do. So that puts you in a real good position to really get access to some fantastic folks. Why don't you tell us a little bit about Rush. Just for those folks that are listening that aren't really familiar with you guys.

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JASON CUDDY

Yeah. So, and even in Canada, the Rush brand is fairly new. Obviously, in North America, like you said, they are a behemoth of a dealership group in Canada. That is at this point without exception either. I believe we're the largest truck dealer group in Canada. So, we started off in 1973, as Tallman Truck Center. So it's Capital Trucks Centers first, and then we got changed to Tallman Truck Centers. And Tallman went through some acquisitions. If you're familiar with the Southern Ontario area across the 401 corridor. So effectively from Ottawa, all the way up to Mississauga. All those stops in between, they had locations. And back in 2019, they entered into a joint venture with Rush Enterprises. So the Rush that everyone knows in the U.S that owns all the dealerships, it was a joint venture between them and what was Tallman Group and rebranded as Rush Truck Centres of Canada.

JASON CUDDY

So we leveraged on the name. That Rush is to kind of grow our visibility. Did some more acquisitions since. And the nice part is it's allowed us to work 20 plus locations in Ontario. Which is a lot, given the footprint of what we carry. But allows all our customers, the Rush network footprint into the state, which I believe is over 120 locations. So it's a great value to our customers. And just, like you said, the umph behind it, the branding, the marketing. We've got a great team here in Canada. Does the marketing and leverage what they do in the states to get the brand out. And I think it's really worked. A brand awareness has definitely grown here in Canada. It's been a fun venture for the last couple of years.

MIKE YAGLEY

So we're going through a very, very unique time right now with COVID and the shortages, and everything else going on. Michael, maybe you can tell us a little bit about what you're seeing out there as far as the truck builds and what's happening. And then maybe I'd love to hear what Jason has to say about what he's saying there.

MICHAEL NOWOSLAWSKI

Sure. Yeah. Thanks Mike. I deal with a lot of fleets and dealers across the Northeast of the United States and in Canada as well. And getting a talk to a lot of these maintenance managers and the guys who were purchasing the new trucks, and specking those. And learning a lot about how these trucks are coming in for them. If they're able to get them or not. And so, Jason, I kind of wanted to get your perspective on that with you being on the dealer side of things. And so with a shortage of truck builds this year and how they're coming in, how have you guys been able to overcome that and help get owner operators, and fleets the equipment that they need to help drive their business and continue to grow?

JASON CUDDY

Yeah, it's been challenging. I guess it's the best way to say it. The year started off normal, I guess, for lack of better words, and a little bit strong. Especially coming off of the year previously with COVID. So that definitely became some bit more certainly in the marketplace. And then it pretty much just exploded. The orders went crazy. The order boards, for us and all OEMs and from our side OEM's we're international. We carry Isuzu and we carry Kalmar Ottawa. And all three of those product lines have seen massive order uptakes this year. So to overcome that, best we've been trying to manage it has been some inventory management. We have a phenomenal amount of equipment on order for inventory to land throughout the year, as well as whatever customers are already.... We try and leverage some spots if we can to help push dates up.

JASON CUDDY

The challenge. Now we're trying to overcome is really, getting stuff up here that's built. Just the logistics of getting everything moved up to here from the factories has been challenging and now dealing with all the additional componentry delays. So at first it was the order board delay. Just the order board filling up. Well, now the order board's full and you're having componentry issues. We are about the semiconductors causing issues, which will cause shutdowns and delays across all the OEMs. So we're seeing that as well. And then it just becomes a matter of kind of working with the customer. Explain to them where we see delays. What the delays are? Can we work with it on them? Can we manage that? And then how does that impact the upfitters as well?

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JASON CUDDY

So it was one thing to get the truck built. And by the time you get to the body, you could be into another delay potentially there. So it's definitely not uncommon for everybody, but to help the owner-operators, the fleets usually kind of do their bulk versus the owner operators side. Definitely a lot of inventory on order and aggressively picking up anything used that we can help backfill any of the gaps for the guys.

MIKE YAGLEY

So it sounds sort of like a dynamic sort of thing. You don't know what's going to be holding up a delivery. You can't even give customers any guidance saying, oh, well, if you avoid this option, then things tend to go faster. It seems like everything's coming in slow.

JASON CUDDY

It seems like it. I mean, I think the semiconductor piece and we heard about it. And then you start reading about it and then you understand what it really is. And you kind of understand where the delays are. And it can be everything. I mean, anything from the truck itself. The dashes that have a whole bunch of computers tied to it. Obviously, the engines themselves. Whether it's Tallman's or our engine. The transmissions. There's a whole bunch of equipment on those trucks that require these pieces and any one thing can slow you down. And now we're getting into some raw materials. Whether it's steel in that. Talking to some of the suspension guys where they may run out or be delayed getting a little piece for the suspension.

JASON CUDDY

But if everyone's running that suspension, that gets pushed out too. So you're seeing it getting stressed everywhere. So yeah, to your point, there really is no one thing we can say, hey, if you don't take option A, the truck will come six weeks sooner. You kind of had that maybe at the start where you had some heads up on some componentry where we're already delayed. But I think now we're at a point where it doesn't really matter. Everything's kind of all kind of lumped together at this point.

MIKE YAGLEY

The last I heard... I'm hearing the semiconductor issue could be as long as two years before it's resolved. I don't know if you have better insight than that.

JASON CUDDY

I don't have any official insight other than what we've seen and read. I understand what caused it and have fairly about a six to nine months, basically, delay of any production for this market... for the automotive market, including the consumer car market as well. So I think where everyone had an advantage was anyone who had stockpiled or had the componentry on the shelf, got a few more weeks of production in, before they started hitting some brick walls. But, I guess it's a reramp up of moving away from the consumer electronic side of it and more into the automotive side, it's really what's kind of causing the great unknown. But yeah. So I think it really depends, I guess, on which factor's being impacted as far as the componentry on the truck, as far as what the delays will be.

MIKE YAGLEY

Yeah. I think I was reading an article, I thought it was in Transport Topics where they said that the latest is sort of a worst case scenario, but two years is unimaginable to me. This sort of thing go on for that long. I'm hoping. I guess I've been working on the assumption six to nine months and this will be resolved. But I'm wondering how much I can trust what I'm reading.

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JASON CUDDY

That's true. And I think part of it is the ramp up. I think the six to nine months is where everyone took a break of building for this market. So you have that off the bat, regardless. You've got to catch that up, but they all switched to making the semiconductors for phones and TVs, and the uptick in the consumer market that everyone's at home. So people are buying TVs. They're buying better TVs and laptops and everything. And if that market hasn't swelled down, then you've got to figure out how do you increase production? So you haven't lost that capacity then, yeah. That's probably where you're getting that timeframe coming from. Is they got to figure out how to ramp up and support both at the volumes they need to be at which would be a monstrous task, for sure.

MIKE YAGLEY

Yeah. I hope I'm wrong. I hope that article was wrong. So you probably have the best view. I'm thinking probably have the best view of specking. Where customers are going. Spec'ing out what they want on their trucks. And I'd like to pick your brain a little bit, what you guys are saying. Let's start with medium duty. What do you see as being the big trends in the medium duty space?

JASON CUDDY

Medium duty wise, especially when we're talking to some fleets, what I'm starting to see trickle down, especially with interest as far as quoting options and even looking at taking is a lot of the safety features. So we saw it in all the class eight stuff, as far as lane departure, the collision mitigation that seems to be, I won't say a common state. But it's definitely a more significant piece in the specs for those trucks. And that's definitely trickling down. Now, I'd say it's the medium duty. A lot of the fleets are very interested in collision mitigation. Lane departure warning. Anything-

MIKE YAGLEY

Makes a lot of sense.

JASON CUDDY

Sense. Safe. Sorry. Yeah. So we're seeing that being asked about quite a bit. That's been probably the biggest difference. Everything outside of that becomes very application specific. So depending on the location that the truck's going to be, and there's going to be some nuance to what guys are looking for. Some guys are still fuel the economy, depending on how far they're running with the little trucks and what they're doing. The safety thing I'd say has been probably the biggest change or your biggest uptick in questions when we're specking for the medium duty.

MIKE YAGLEY

To me that that makes a lot of sense. Just conjecture on my part. But you're moving with the medium duty space, should move away from the professional drivers. You're getting more of the kind of features that you see in the automotive side are going to be very interesting to that medium duty folk because that's the kind of drivers they have. They're looking at the drivers and they're saying, well, lane assist would be a great one. And when you look at the litigation associated with that, it makes a lot of sense to have that a little extra safety. Is that sort of the reasoning you're saying? This is just me guessing. I don't really know.

JASON CUDDY

That's a fair point. With the fleets, we see it again. If for up here, it's depending on the weight of the vehicle. The gross vehicle weight rating, you get the same license as you do to drive a car, to drive half of these trucks. So to your point, the driver pool is... They're professional in the sense that they do it for a living, but they haven't had professional driving training. They don't have a certain different licensing. So yeah. The driver pool is a little bit different. So fleets by that nature, I think, the litigation insurance and just overall wanting to make sure everyone's safe. The safety piece kind of helps keep everyone in line, kind of in the same boat. When you get to the smaller companies where they have a couple of trucks, that feature's not quite as much as important to them. They only have a couple of trucks. The guy's probably been working there his whole life kind of thing.

MIKE YAGLEY

Might be driving them themselves.

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JASON CUDDY

Yeah, exactly. Or they're driving themselves. So those trucks usually get replaced when they're done. So the life cycle is different than the class eight guys, or even the fleet guys. They don't necessarily replace them every three or four years, or five or six years. It's a different life cycle. So, from a spec point of view, you're looking at componentry that needs to be last and hold off a little bit longer than the fleet by which has a life cycle of four or five years, or six years. And then cycled out and replaced again. So the requirements of how long that thing looks nice and holds off can be different depending on the application.

MIKE YAGLEY

So looking at it from a little larger scope, just the whole industry, both heavy truck... Everybody. What are you seeing customers get excited about when they're looking at trucks? Where do you see the industry going?

JASON CUDDY

So, the big buzz. Clearly we see it a lot. And I get asked about it a lot and we're still... for some of our product lines, we're still kind of in the infancy of it. But definitely the electrification of the vehicles. That seems to be a hot topic. Depending on where you are. Here in Canada and Ontario specific, a lot of it is subsidy driven. There's not a lot of financial support currently for bringing these product lines on. So we don't see a lot of it here yet. A lot of guys are interested, doing their homework, finding out what OEMs are there. Obviously, our Kalmar Ottawa has a fully electric shunt truck. That's being tested in the Northeast to make sure it can handle the winters and all that. So, there's a lot of buzz on that truck.

JASON CUDDY

I know there has been in Western Canada for it. So that's one of the product lines we have. Where we have something kind of on the shelf that we can talk about and bring out to guys. The other two product lines are coming. It's timing and it'll take some time. But that seems to be the biggest buzz the guys asked me about. And as the, I guess, infrastructure ops up for it as well as the support for it financially, it'll definitely make a lot more sense to a lot of customers to consider looking at it, because the capital cost's equipment isn't cheap. And depending on what your ROI is, you're looking to gather the truck, your timeframe's got to make sense for the investment. I know in places like California, the subsidies almost neutralize the cost of the electrification.

JASON CUDDY

So it almost becomes a no brainer to some extent. So at some point I could see there being more aggressive subsidies to offset this. But, as it stands right now, it's not there enough to really be a big draw for everybody. But they're definitely excited to learn more about it. Whether it's a hybrid version that you see some manufacturers are making for just electric drive trains, or it's a full load OEM offering. And then on top of that, the other one we're seeing a lot more, just the technology. The safety, we've talked about that. So that seems to be kind of common place in the class eight guys. They like the lane departure, the radar. The technology that's on these trucks is stunning. When you think about it. As far as from a safety point of view, it's pretty neat.

JASON CUDDY

And then just the ability for the truck to communicate. So with the Navistar product line, they have their on-command connect which is a remote diagnostics. So you can get information pushed to you as a fleet manager of what's going on with the truck. When there's a check engine light, you can tell a driver what's going on. Schedule a service call wherever you are and get to keep the guy running. That wasn't around 20 years ago when you're running fleets. You had to wait for the guy to break down, find a payphone he can call you. So, if you're running a fleet or you own a company, these stuff is extremely powerful. It's extremely exciting. And it's bottom line savings for you, because you're taking costs out of your business. So, the technology I'd say is definitely the exciting things to talk about for all the OEMs.

MIKE YAGLEY

Well, what are you hearing? Are you hearing any buzz in your wanderings about electrification?

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MICHAEL NOWOSLAWSKI

So I deal with a lot of transit fleets as well, and there's a lot of testing going on in the industry. I don't think anyone's fully there yet. There's no fleets out there that are fully utilizing electric trucks right now, but New York City Transit, they have a few buses in their fleet that they're testing. And I mean, I know I've seen some garbage truck companies that are using and testing electric trucks. So I think it depends on the application of the trucks, where you're seeing these electrifications taking place. And I think that's the biggest thing, because range is obviously a huge part of electrification.

MICHAEL NOWOSLAWSKI

If you have a truck that's only going a couple of hundred miles day, like a school bus fleet where they have the same route scheduled every single day. I think that's where we're starting to see it a whole lot. I think it was like Montgomery County down in Maryland, I believe. I think they're one of the first fleets... the school bus fleets that are starting to switch everything over to electric school buses. So it'll be interesting to see how that takes place and how the infrastructure actually comes in. And they're able to charge these buses. I'm curious to see how much money they're actually going to start saving in fuel costs too. Because, that'll be really interesting to see.

MIKE YAGLEY

Yeah. I would imagine, Jason, you deal with a lot of different fleets. I'm sure they're all keeping a real close eye on the cost side. I hear electricity costs may be coming down. I mean, you hear all sorts of stuff. And Dave and I talk a lot, I've watched these stuff, but I'm sure that the fleets are watching it a hundred times more closely than I am. So, if you have a little bit, maybe you have a little more insight.

JASON CUDDY

Well, definitely the fleets. Yeah. You said the fleets that crunched the numbers. Well, and most do. Obviously, most big fleets. But, when you get to a certain size, you've got someone managing that fleet. The nuts and bolts and you're measuring everything. Fuel economy, tire wear, maintenance costs. And most of them got it down to a cost per mile. Depending what they've put into that cost, but they've got a number. And so, you know what you're trying to hit on an ROI when you get to electrification of the vehicle. Obviously there's some upfitting costs as far as the infrastructure at the facility to account for. So, those may hit different buckets for guys. So there's an initial upfront cost. But then yeah, once it's in service, between your fuel costs and your maintenance costs. You're running a full electric truck.

JASON CUDDY

You're not draining oil. You don't have fluids. You have a lot less of wear items. Over time, all the other kind of costs in theory should start dropping off. As long as, you said, your electricity cost isn't too aggressive and the capital cost doesn't put you way in the left field from the start. But yeah, so that's where guys are looking at it. And I know some of the OEM's will provide at least some basic calculators. Kind of run some numbers and crunch it, and try and get to a mile per gallon kind of idea of what the equivalent electricity is. And so you can put some numbers to that and try and make sense of where that shakes out versus, what you're doing today with the diesel. So yeah, the savvy ones they know their numbers. They know what number they need to hit and then it's just a matter of, does it make sense, the investment versus the return?

JASON CUDDY

And it's all new. I think that's the biggest thing. All new. How long can the batteries last? What's the cost to replace the batteries? I lived through it in the forklift world, granted it was about 15 years ago, but those things were going to AC power [inaudible 00:23:40]. The initial upfront costs was huge. But once guys got into it for a little bit, the benefits totally outweighed. Maintenance was a lot less. So despite the higher capital cost for an investment totally made sense because of the maintenance. So I think as the technology grows here, you get a lot more data coming from different companies that are running it. Guys who crunch the numbers can really see [inaudible 00:24:00]

MIKE YAGLEY

Dave, welcome back.

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DAVE WALTERS

Hey, thank you. Thank you. I've been listening, but I didn't realize somehow in this modern technology, my mic was muted and I don't know. I hope you can hear me now.

MIKE YAGLEY

Yeah.

DAVE WALTERS

But anyhow, I wanted to kind of throw in. Jason, I think is right on about right now, electrification to what I would say major fleets is everybody's watching it very closely. But, until they can see they understand their costs so great. Sometimes I think, wow, us suppliers or vendors out there trying to tell them about this is going to save you this. They know that better than what we do, and they're looking at everything. And as soon as it makes sense, I come back to the natural gas, and the waste industry really jumped into the natural gas because there was all this government money. And I haven't heard where certain states are really pushing electrification. But, when you're running 48 states, where's the money coming from to subsidize you?

DAVE WALTERS

So that's one of the big things they look for. And like I said, I remember the natural gas much similar. You had a truck that was going to be backed to the same thing. You could get that done. And we thought it was really going to take totally over the market. Really didn't do that. So, I think everybody's watching because fuel costs is the most expensive thing they have. If they can do away with fuel costs, that's big time money. But again, what's your offset? So, that's kind of where I see. And Jason, I think hit that right on the head.

MIKE YAGLEY

It gets into a bigger discussion on all the components. We've talked about electrification. Now that's a huge change, but there's a lot smaller changes that customers have to be thinking about. And Dave, I'm going to just take a break here if you could mute again. Hopefully you'll be able to come back if we need you, but there's a lot of background noise. If you could mute, I'd appreciate that. They have this huge thing, electrification out there, but there's a lot smaller decisions that customers are having to make about component by component, by component. How do you work with customers? How do the dealers work with customers to guide them through that? It seems a sort of like a little bit of a maze. There's so many choices. Customers love choices. But, it can get tricky. So is there a process, a guideline that you use?

JASON CUDDY

It varies I'd say by customer, sometimes application and sometimes by dealership or even sales person. And the reason I say that is there are fleets that will have, this is my spec. These are my components. Do not deviate. I want this manufacturer for this piece. That's how you're quoting it. And largely that's probably because they have a shop at their place where they have parts on the shelf that if you throw in supplier A and they have supplier B, it's a nightmare for them. Because they don't have parts on the ground. So part of it is how they are set up to support the fleet once it's been acquired. When you get into the smaller companies that aren't running their own shops, sometimes it comes down to the dealer support. And the salesperson's support. Personally speaking, if I'm going to sell a company, a truck, I want to make sure that all the components that are on there, I have support for if there's an issue, or if there's a failure.

JASON CUDDY

If there's a question. If there's a warranty item. So if I have a good relationship with the OEM rep from those componentries, traditionally they're the ones I quote, so that I know something happens with an axle or something like that. It's one phone call. They can come out. They can check. They can talk to the customer. Walk us through it and help us through it. Where, if I'm going strictly on a price and I don't know the wrap or the company very well. But it's the cheapest piece. If something goes wrong, I'm by myself. We'll figure it out whether they're to support the customer, but it always helps to have the OEM on your side to help walk you through things. And they're always willing to get involved and help support the customer. And that's usually the way I'll talk to the customer too.

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JASON CUDDY

I've put on these components because I know X, Y, and Z person who, if you want to meet them, if you want to talk to them, let's help you out. Recently I had a truck that was having some performance issues. We weren't sure really what it was. And it being a transmission thing sent to VIN to my transmission rep. He looked at it. Said, "We could change the parameters on it." So he changed it. He drove over to the customer's place. Plugged in that day. Fixed the parameters and off we went. But if I don't know the guy, I can't make that happen. So a lot of it is, how well can those components really support your customer? Obviously, they've got to be able to perform and do the duty. That's the other piece. So you've got to make sure you're specking the right thing. But if you know you've got to support and they're willing to help, and work with you to keep the customer happy when there are issues. I think that's a huge factor as far as looking at the manufacturers that you partner with to support your customer within the product.

MIKE YAGLEY

Does Rush have a stable of component manufacturers that they prefer working with? Is that basically what I'm hearing? These are people that we know, we trust and that when we put the Rush name out there, that we know these people aren't going to leave us out hanging.

JASON CUDDY

Yeah. To a certain extent. Clearly when we have our sales meetings, we'll bring in those guys. The management team does a great job of making sure we know who the people are at all the OEMs so that we are not left high and dry. Because if there's a stock piece, we'll come in on the ground. It has component tree B. I mean, it's on the ground. It is what it is. The guy wants it. That's great. If something goes wrong, we need to figure out who is that rep if we need it, when something happens. So they've done a good job at making sure as new sales guys get on board or just throughout the year we're getting touch points with the different OEM reps to talk us through, whether it's new products. But at least you know who the person is.

JASON CUDDY

So, you probably need them once or twice a year, maybe. But it's that one once or twice a year when you need them as you're scrambling, because someone's yelling at you, because the truck's broken down and we can't figure it out. So, the biggest piece is knowing who to call to get some information or even while you're specking it. You have a person you can talk to and ask some questions and get some clarification on, hey, this is the application. I'm looking at you've got three different product lines. Which one should I be using here? Or they'll come with you to see the customer and let them ask the question. So the relationship I think is key, from start to finish. But yeah, definitely Rush is a dealership. I mean, we work well with all the OEMs and we make sure that the team is aware of who the best person is to contact when we do need them.

MIKE YAGLEY

Any final words for our listeners, from yourself and Rush before we sign off?

JASON CUDDY

From a selfish point of view, definitely want them to check out the podcast. I know we've had a chance to chat and that'll be coming up soon. So make sure to keep an eye out. And we'll cross promote that as we go. But definitely it's an interesting year this year. It's going to be a fun one to navigate. I think we've positioned ourselves well from an inventory point of view, which will be good. As there're shortages and delays of getting trucks in people's hands. I think we've positioned ourselves well. We're looking to keep growing as the years continue.

JASON CUDDY

So we're here to help from start to finish. Everyone says, the circle life or the cradle to grave with equipment from acquiring your truck to maintaining it, to rentals if you go down leasing. If you don't want to own, to hey, we'll buy it off you when it's done and get you into a new one. So, we're there to support everyone, start to finish. And look forward to working with everyone in the Southern Ontario area. And I appreciate taking the time to talk to you guys today and have a good chat about kind of what we're seeing in the market. I appreciate it.



Behind the Wheels Podcast Transcription

Season 2 Bonus Episode 4: Buying a Truck in 2021 with Jason Cuddy from Transportation Exchange

MIKE YAGLEY

Jason, it's been great talking to you. Thank you for joining us. For our listeners, remember you can always subscribe to our podcast on Apple Podcasts, Spotify, Google Podcasts. And please, if you like what you hear, share it on social media. To submit, if you have any questions or comments. If you want to take a look at the episode transcripts, you can visit our website, alcoawheels.com/podcast. I really want to thank you all for listening. We'll see you next time.

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