WORKING AS ONE
Blockchain could change the way fleets, shippers do business

OEM NEWCOMERS
Companies keen on alt-fuel, edgy look

RANDALL E. REILLY
Cover Story:
The next generation of EDI
Application programming interfaces and extensible markup language are protocols that have been replacing or supplementing electronic data interchange transactions for some time. They are about to take a backseat to blockchain technology, which experts say can expand the visibility and security of freight transactions in an unprecedented fashion.

Cover design by David Watson

Features

37 Special Section: ELD Buyers' Guide
Since FMCSA's late 2015 release of its final rule for using electronic logging devices, there's been a rising swell of ELD development. Customers can choose from hardware and software options offered by dozens of vendors, some of them new to the trucking industry. CCJ's ELD Buyers' Guide details specs on 64 systems with a wide variety of features. See how they work, what they can do besides logs, and how to evaluate them.

65 CCJ's Tech Toolbox: Technology's role in fuel economy
As recently as just a few years ago, 10 mpg seemed like the kind of pie-in-the-sky figure that only truck stop braggarts would claim, but it's real-world feasible as of this year. In this 11th edition of CCJ's Tech Toolbox, we look at the role technology has played in boosting fuel economy and, in at least one case, how it can have unintended negative effects.

87 The rise of the little guys
Brand loyalty dating back generations has been the hallmark of trucking behemoths such as Freightliner, Peterbilt, Kenworth, Mack, Volvo, International and Western Star. But it complicates entry into the industry for entrepreneurs seeking their own piece of the pie. How are new truck OEMs like Alkane Truck Co., Rainier Truck and Chassis, Nikola Motor Co., Tesla and others carving out a niche?

35 Innovators: Hirschbach Motor Lines
The Dubuque, Iowa-based refrigerated carrier develops holistic wellness programs that start at orientation to create a happier, healthier workforce.

Journal

Leading News, Trucking Market Conditions and Industry Analysis

9 News
OOIDA coalition to press for ELD mandate delay ... Legislation would force FMCSA to pursue sleep apnea rule ... NACFE fuel demo exceeds 10 mpg...

8 Trump: Lower taxes, bigger paychecks for America's truckers ... Shell: All engine makers back new CK-4 lubricants ... Rising driver pay spurs carrier cost hike in 2016

12 InBrief
<table>
<thead>
<tr>
<th>Provider</th>
<th>Quartix</th>
<th>Rand McNally</th>
<th>Rand McNally</th>
<th>Rand McNally</th>
<th>Simple Truck ELD</th>
<th>Spireon</th>
<th>Stoneridge</th>
<th>Teledtrac Navman</th>
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<tbody>
<tr>
<td>Device Name</td>
<td>Electronic Logging from Quartix</td>
<td>DC200</td>
<td>TND765</td>
<td>ELD50</td>
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<td>FleetLocate Compliance</td>
<td>EZ-ELD</td>
<td>Director Drive</td>
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<td>BYOD</td>
<td>Android or paired with TND tablet</td>
<td>BYOD</td>
<td>Android, IOS</td>
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<td>Android, IOS</td>
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<tr>
<td>Initial Cost</td>
<td>$79-$119 depending on available promotions</td>
<td>$399, custom options available for larger fleets</td>
<td>$699, custom options available for larger fleets</td>
<td>$149</td>
<td>$0 for BYOD; $10 for tablet with 200 MB subsequent data allowance</td>
<td>$0 with lease</td>
<td>$149</td>
<td>$0 with lease</td>
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<tr>
<td>Ongoing lease or service fees per truck</td>
<td>Monthly: $15 and higher</td>
<td>Monthly: $20 and higher</td>
<td>Monthly: $15 and higher</td>
<td>Monthly: $19 and higher</td>
<td>Monthly: $28 and higher</td>
<td>Monthly: $15</td>
<td>Annually: $150</td>
<td>Monthly: $45 and higher depending on options</td>
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<td>Other capabilities beyond logs</td>
<td>Sophisticated tracking tools, fleet management functions (including dashboards), IFTA, more</td>
<td>TMS integration, workflow, IFTA, mapping, analytics, engine diagnostics, cellular modem</td>
<td>Truck-specific navigation, TMS integration, workflow, IFTA, mapping, analytics, diagnostics</td>
<td>TMS integration, workflow, IFTA, mapping, analytics, diagnostics</td>
<td>IFTA, free 2290 filing with affiliated tax service, parking assistance, diagnostics data, load boards, roadside assistance, discounted fuel cards, fuel management, available in Spanish</td>
<td>IFTA, driver safety alerts/reports, driver scores, audible alerts, engine diagnostics</td>
<td>IFTA, engine diagnostics, three interchangeable onboard diagnostics (OBD) port connectors, maintenance/ driver alerts, sophisticated tracking/vehicle location, six months of on-device data storage, more</td>
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<td>On FMCSA registry?</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<td>Rand McNally.com</td>
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<td>Spireon.com</td>
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