

Fleet Headlines That Matter

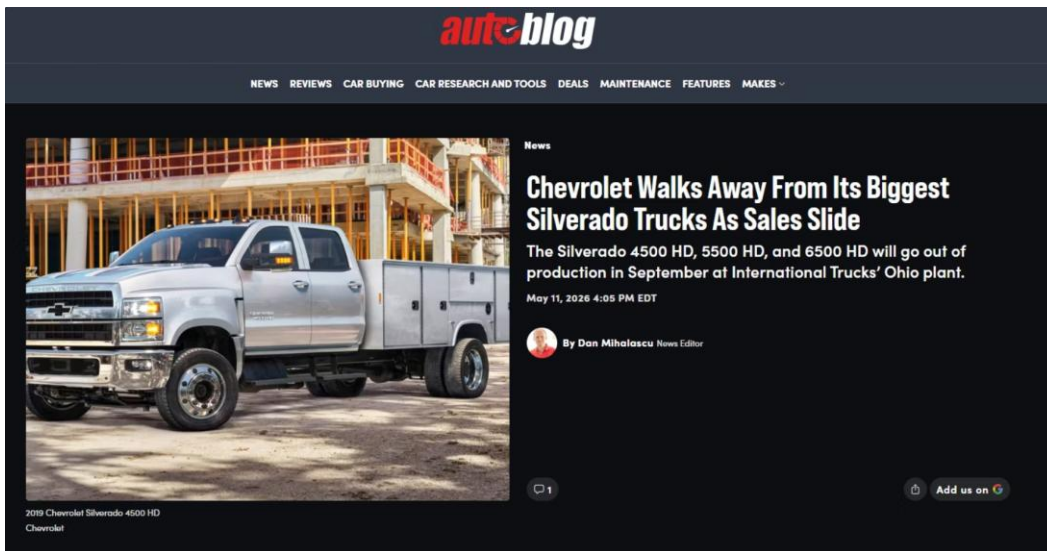
Commercial & Fleet Automotive News —
What's changing, why it matters, and how
we should respond.

CARS & COFFEE

FLEET MANAGEMENT



A Chevrolet Exits Class 4–6 Trucks



"The obvious question here is why GM opted not to renew the contract with International Trucks, and dwindling sales are the most logical answer. Chevrolet sold just 1,273 Silverado MD trucks in the first quarter of 2026, down 37.4% over Q1 2025. For comparison, [Ford](#) sold 2,331 [F-650 and F-750 trucks](#) in the first quarter of this year, according to *TFL Truck*."

What Happened

GM discontinued its medium-duty Silverado commercial truck line, exiting the Class 4–6 (chassis cab program 4500HD, 5500HD, 6500HD) vocational fleet segment entirely.

Why It Matters

- Opens a competitive gap in the vocational truck segment
- Creates conquest opportunity for competing OEMs
- Impacts fleet customers, upfitters, and service ecosystems tied to GM chassis

What the GM Exit Actually Means

This exit is surgical, not a retreat from fleet. GM's light-duty, HD pickup, and GMC lineup remain fully intact.

NOT affected	Affected
Silverado 2500HD	Silverado 4500HD
Silverado 3500HD	Silverado 5500HD
GMC Sierra 2500HD	Silverado 6500HD
GMC Sierra 3500HD	International CV-related platform

What Was Discontinued

- Chevrolet-branded only
- Medium-duty vocational truck space
- Co-developed with Navistar / also sold as the International CV Series
- There was never a GMC Sierra version of this platform

Where the Confusion Comes In

The Chevrolet Silverado Medium Duty had no GMC twin. GM explicitly never sold a GMC Sierra version of the medium-duty Silverado platform.



DRIVING CONNECTIONS

OEM Exits & Fleet Loyalty

Where Do Customers Go?

Think about which brands are best positioned to capture your customers' displaced fleet demand. What will their strategy be and how can we combat that early?

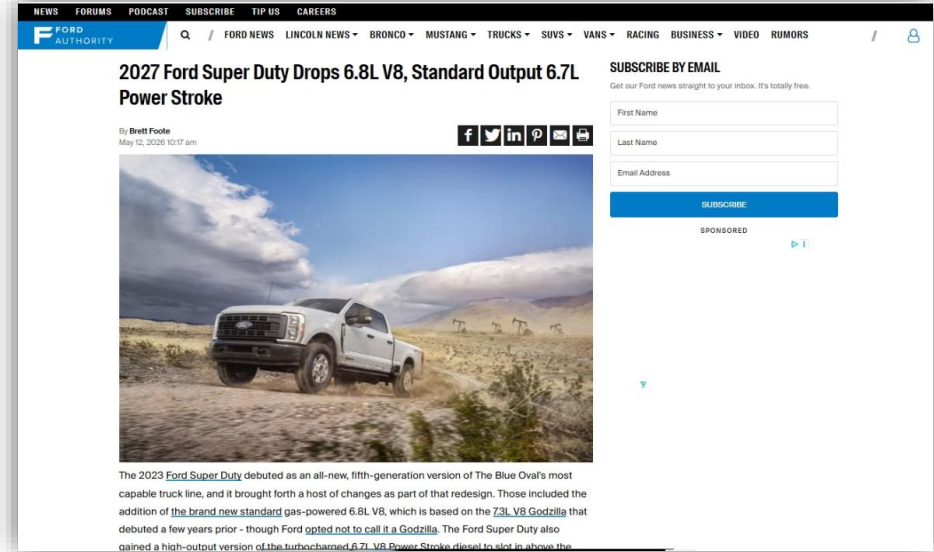
Your Opportunity

How should dealers proactively reach out to affected fleet accounts in their market?

Turn disruption into loyalty.

Ford Super Duty Product Change

"To better align with the needs of our customers we are making the Ford 7.3L V8 – our most powerful and popular gas engine – the standard gas engine across our Super Duty lineup," Ford communications manager Elizabeth Kraft told Ford Authority in a statement. "By making our best-in-class 6.7L high-output Power Stroke diesel engine standard for 2027, we are prioritizing our most advanced diesel technology and ensuring that Super Duty remains the leader in heavy-duty capability."



Ford Super Duty Product Change

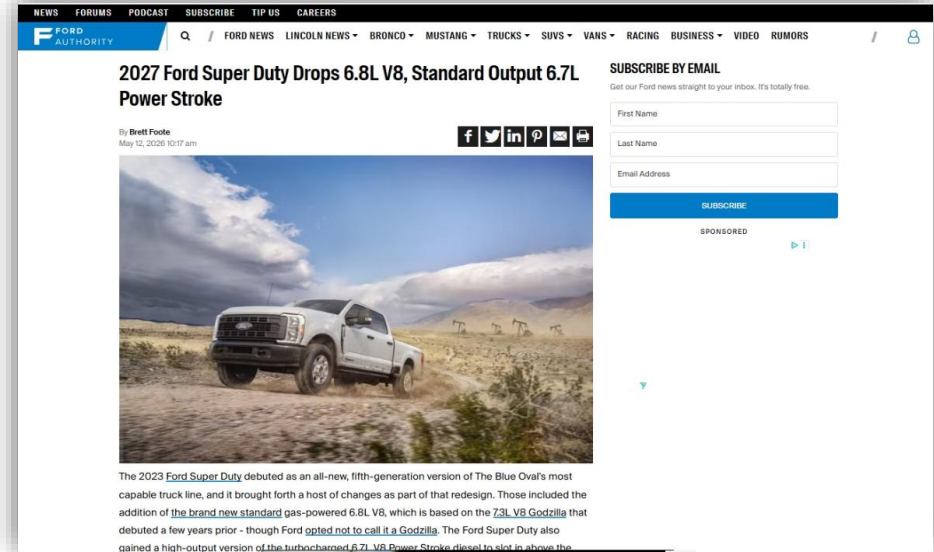
What's Happening

Ford is simplifying the 2027 Super Duty engine lineup:

- Dropping the 6.8L V8 base gas engine
- Dropping the standard-output 6.7L Power Stroke diesel
- Shifting focus toward higher-output configurations as the core offering

Why It Matters (Fleet Lens)

- Signals product simplification, not expansion in heavy-duty pickups
- Reduces lower-spec entry configurations traditionally used by cost-sensitive fleets
- Pushes buyers toward higher-spec (higher-cost) builds
- Reinforces trend toward standardization + fewer configuration choices across OEMs





STRATEGY — RELATIONSHIP MANAGEMENT

When the Ground Shifts... How Do You Manage the Relationship?

The Reality Your Customers Are Facing

- Procurement plans get disrupted mid-cycle
- Spec'd vehicles may no longer be available
- Budget assumptions become invalid
- Upfitters and service ecosystems are thrown into uncertainty
- Compliance timelines tied to policy may accelerate or collapse

What Customers Need in That Moment

- Clarity over spin... They want facts, not reassurance
- A trusted contact who reaches out before they have to ask
- Options, not just explanations
- Someone who understands their operation, not just the product

The CAM's First Move: A Proactive Outreach Framework

Lead with What Changed

Share a clear, honest summary of what happened. Don't spin. Tell them exactly what it means for their fleet specifically, not just the industry broadly.

Anchor What's Stable

Immediately follow with what is NOT changing. Reassure where you **genuinely** can. Customers need an anchor in the storm before they can hear options.

Bring a Path Forward

Come with both a short-term and long-term option. Even if the answers aren't perfect yet, showing up with a framework signals you're already working on their behalf.

Invite, Don't Pitch

Close with an invitation to talk, not a sales ask. "Something has shifted and I wanted to make sure you heard this from me first. Let's connect when you're ready."

How Do You Show Up When Things Change?

Your Last Disruption

Think about the last time an OEM change, policy shift, or supply issue affected one of your fleet accounts. How did you handle it — and what would you do differently now?

Proactive vs. Reactive

Do you have a process for reaching out to customers when industry news breaks — or do you wait until they bring it up? What would a proactive outreach playbook look like?

The Trust Deposit

Every time you show up with honest, useful information during uncertainty, you're making a trust deposit. How are you building that account before you need to make a withdrawal?

Government & Policy Shifts

OEM changes are one thing — but regulatory shifts (emissions mandates, tariffs, incentive changes) can be even more disruptive. How do you stay ahead of policy changes that affect your fleet customers?

Your value isn't the just the vehicle. It's your ability to help customers navigate a market that keeps changing.

Discussion: Are OEMs Pricing Fleets Out of Entry-Level?

Change Up Spec?

Are fleets being pushed into higher or lower spec options by OEM strategy, or is this a natural market evolution?

Hidden Cost of Simplification

Does fewer configuration choices actually increase fleet total cost of ownership long-term?

The CAM Opportunity

How should a commercial account manager position against reduced entry-level configurations? What's the winning conversation with a cost-sensitive fleet buyer?

OEMs are simplifying. Our job is to help fleets navigate what that means for their budget and their business.