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**Press Release: MASTIO publishes the 19<sup>th</sup> Edition U.S. LTL Carrier Customer Value & Loyalty Report.**

MASTIO recently published its 2023 19<sup>th</sup> Edition of the industry-wide U.S. LTL Carrier Customer Value & Loyalty Report and is pleased to present its findings. The study was released to subscribers in late October.

The 2023 study findings are based on interviews with 1,635 customers, providing approximately 5,300 total observations. There were 163 LTL freight carriers rated, of which 22 had enough ratings to be included in this 2023 report. The electronic edition allows the inclusion of all rated companies for additional analysis. The 2023 study also includes approximately 7,200 qualitative responses to five (5) open-ended questions. The data was collected by telephone interviews with key decision-makers beginning in late June and ending in October 2023.

The study identifies how shippers choose which carrier to use and answers these types of questions:

- What factors are the most critical drivers of customers' carrier selection decisions and their perceptions of overall value and loyalty?
- How do customers perceive the overall value of your products and services relative to key competitors?
- How competitive is your position in the marketplace?
- Which carriers are the most vulnerable and which are strongest in their ability to gain and retain customers?
- What areas for improvement will have the most impact on your ability to win and retain more business?
- What factors should be emphasized in marketing communications?

# LTL Study 19th Edition – 2023 OVERALL

Overall Weighted Quality Score Rank*	Carrier
1	Averitt Express
2	Daylight Transport
3	Old Dominion
4	Peninsula
5	Southeastern Freight Lines
6	Dayton Freight Lines
7	A. Duie Pyle
8	Pitt Ohio
9	North Park Transportation
10	Estes
11	R&L Carriers
12	Ward Trucking
13	Dohrn
14	Oak Harbor Freightlines
15	Saia
16	AAA Cooper
17	XPO Logistics
18	ABF
19	FedEx Freight
20	TForce Freight
21	Central Transport
22	Roadrunner

\*MASTIO quality awards are determined by the companies with the highest overall Customer Value Weighted Performance (Benefit) Score that have also met a minimum of 30 ratings.

# Mastio Quality Award

## LTL Study 19th Edition – 2023

### Overall

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>Overall</b>	<b>Averitt Express</b>	A. Duie Pyle Averitt Express Daylight Transport Dayton Freight Lines Dohrn Estes North Park Transportation Old Dominion Peninsula Pitt Ohio R&L Carriers Southeastern Freight Lines Ward Trucking

Source: MASTIO LTL Study 19th Edition – 2023 (Overall)

## LTL Study 19th Edition – 2023 National Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Old Dominion
2	Estes
3	Saia
4	XPO Logistics
5	ABF
6	FedEx Freight
7	TForce Freight

## Mastio Quality Award LTL Study 19th Edition – 2023 National Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>National Carriers</b>	Old Dominion	Estes Old Dominion Saia

Source: MASTIO LTL Study 19th Edition – 2023 (National Carriers)

## LTL Study 19th Edition – 2023 Inter-Regional Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Averitt Express
2	Daylight Transport
3	R&L Carriers
4	Central Transport
5	Roadrunner

## Mastio Quality Award LTL Study 19th Edition – 2023 Inter-Regional Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>Inter-Regional Carriers</b>	<b>Averitt Express</b>	Averitt Express Daylight Transport

Source: MASTIO LTL Study 19th Edition – 2023

## LTL Study 19th Edition – 2023 Northeast/Mid-Atlantic Carriers

Overall Weighted Quality Score Rank*	Carrier
1	A. Duie Pyle
2	Pitt Ohio
3	Ward Trucking

## Mastio Quality Award LTL Study 19th Edition – 2023 Northeast/Mid-Atlantic Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>Northeast/ Mid-Atlantic Carriers</b>	<b>A. Duie Pyle</b>	A. Duie Pyle Pitt Ohio

Source: MASTIO LTL Study 19th Edition – 2023

## LTL Study 19th Edition – 2023 Great Lakes/Midwest Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Dayton Freight Lines
2	Dohrn

## Mastio Quality Award LTL Study 19th Edition – 2023 Great Lakes/Midwest Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>Great Lakes/ Midwest Carriers</b>	<b>Dayton Freight Lines</b>	Dayton Freight Lines

Source: MASTIO LTL Study 19th Edition – 2023

## LTL Study 19th Edition – 2023 Southern Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Southeastern Freight Lines
2	AAA Cooper

## Mastio Quality Award LTL Study 19th Edition – 2023 Southern Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>Southern Carriers</b>	<b>Southeastern Freight Lines</b>	Southeastern Freight Lines

Source: MASTIO LTL Study 19th Edition – 2023



## LTL Study 19th Edition – 2023 Western Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Peninsula
2	North Park Transportation
3	Oak Harbor Freightlines

## Mastio Quality Award LTL Study 19th Edition – 2023 Western Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
<b>Western Carriers</b>	<b>Peninsula</b>	Peninsula

Source: MASTIO LTL Study 19th Edition – 2023

MASTIO, commemorating a distinguished 34-year legacy in the industry, excels in delivering an impartial, third-party vantage point to discerning clients seeking a comprehensive evaluation of their corporate identity. Our expertise lies in uncovering the perception of their customer value, expanding their client base, gaining insights into the competitive landscape, and enhancing their market intelligence.

Our core competency lies in guiding clients to reevaluate established paradigms, mitigate internal biases, methodically gather and scrutinize data, and convert market research into actionable strategies that yield superior business outcomes.

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