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**Press Release: MASTIO publishes the 20<sup>th</sup> Edition U.S. LTL Carrier Customer Value & Loyalty Report.**

MASTIO recently published its 2024 20<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 mid-October.

The 2024 study findings are based on interviews with 1,608 customers, providing approximately 5,000 total observations. 164 LTL freight carriers were rated, of which 23 had enough ratings to be included in this 2024 report. The electronic edition allows the inclusion of all rated companies for additional analysis. The 2024 study also includes approximately 5,700 qualitative responses to three (3) open-ended questions. The data was collected through telephone interviews with key decision-makers beginning in June and ending in late September 2024.

The study provides a comprehensive analysis of the key factors influencing shippers' carrier selection, offering critical insights to help carriers sharpen their competitive edge. It addresses essential questions such as:

- What are the most influential drivers shaping customers' carrier choices, and how do they affect perceptions of overall value and loyalty?
- How do customers evaluate the value of your products and services compared to key competitors?
- Where does your organization stand competitively in the marketplace?
- Which carriers are most vulnerable to losing customers, and which demonstrate the strongest capabilities to attract and retain them?
- What targeted improvements will most effectively enhance your ability to win and secure more business?
- Which elements should your marketing communications highlight to resonate with customers and drive success?

This study equips you with the strategic insights needed to strengthen your market position and foster lasting customer relationships.

# LTL Study 20th Edition – 2024 OVERALL

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

\*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 20th Edition – 2024

### Overall

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

Source: MASTIO LTL Study 20th Edition – 2024 (Overall)

## LTL Study 20th Edition – 2024 National Carriers

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

## Mastio Quality Award LTL Study 20th Edition – 2024 National Carriers

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

Source: MASTIO LTL Study 20th Edition – 2024 (National Carriers)

## LTL Study 20th Edition – 2024 Inter-Regional Carriers

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

## Mastio Quality Award LTL Study 20th Edition – 2024 Inter-Regional Carriers

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

Source: MASTIO LTL Study 20th Edition – 2024

## LTL Study 20th Edition – 2024 Northeast/Mid-Atlantic Carriers

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

## Mastio Quality Award LTL Study 20th Edition – 2024 Northeast/Mid-Atlantic Carriers

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

Source: MASTIO LTL Study 20th Edition – 2024

## LTL Study 20th Edition – 2024 Great Lakes/Midwest Carriers

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

## Mastio Quality Award LTL Study 20th Edition – 2024 Great Lakes/Midwest Carriers

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

Source: MASTIO LTL Study 20th Edition – 2024

## LTL Study 20th Edition – 2024 Southern Carriers

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

## Mastio Quality Award LTL Study 20th Edition – 2024 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 20th Edition – 2024



## LTL Study 20th Edition – 2024 Western Carriers

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

## Mastio Quality Award LTL Study 20th Edition – 2024 Western Carriers

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

Source: MASTIO LTL Study 20th Edition – 2024

MASTIO, commemorating a distinguished 35-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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