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FOR FURTHER INFORMATION CONTACT:

Kevin R. Huntsman
MASTIO
3300 Dale Avenue, Suite 109
St. Joseph, MO 64506
Phone: (816) 279-5200
Email: khuntsman@mastio.com

Press Release: MASTIO publishes the 22nd Edition U.S. LTL Carrier Customer Value & Loyalty Report.

MASTIO recently published its 2026 22nd 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 early October.

Mastio & Company is pleased to present the findings of its 22nd Edition LTL Carrier Study, which measures what LTL freight customers need and how they view their carriers. The 2026 study is based on telephone interviews with 1,647 customers, all key decision-makers, conducted from June through late September 2026. Together they provided roughly 5,300 carrier evaluations and about 3,000 comments in response to three open-ended questions. Customers rated 155 LTL carriers in all. Twenty-four received enough ratings to be featured in the report, and the electronic edition includes every rated carrier for readers who want to dig deeper.

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:

- 1. What truly drives customer choice?**
Identify the most influential factors shaping carrier selection and understand how they impact customer loyalty and perceptions of overall value.
- 2. How do customers define your value?**
Gain an objective view of how shippers evaluate the value of your products and services compared to key competitors.
- 3. Where do you stand in the market?**
See clearly how your organization ranks competitively within the broader LTL landscape.
- 4. Which carriers are winning—or losing—customers?**
Discover which competitors are most at risk of customer loss and which carriers demonstrate the strongest ability to attract and retain business.
- 5. What improvements will move the needle?**
Pinpoint the targeted actions and investments that will most effectively strengthen your ability to win and secure more freight.
- 6. How should your marketing and sales story evolve?**
Determine which elements of your messaging best resonate with customers—and where refinement is needed to differentiate and grow market share.

This study serves as a trusted guide, equipping you with impartial insights to refine strategy, strengthen your competitive position, and deepen lasting customer relationships.

Below are 24 carriers, in alphabetical order, represented in this report.

Carrier
A. Duie Pyle
AAA Cooper
ABF
Averitt Express
Central Transport
CrossCountry Freight Solutions
Daylight Transport
Dayton Freight Lines
Diamond Line
Dohrn
Estes
FedEx Freight
North Park Transportation
Oak Harbor Freightlines
Old Dominion
Peninsula
Pitt Ohio
R&L Carriers
Roadrunner
Saia
Southeastern Freight Lines
TForce Freight
Ward Trucking
XPO

LTL Study 22nd Edition – 2026

Overall

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Overall	Daylight Transport	Averitt Express CrossCountry Freight Solutions Daylight Transport Dayton Freight Lines Diamond Line Estes North Park Transportation Oak Harbor Freightlines Old Dominion Peninsula Southeastern Freight Lines XPO

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Awards - THE MASTIO QUALITY AWARD

LTL Study 22nd Edition – 2026 National Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
National Carriers	Old Dominion	Estes Old Dominion XPO

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Awards - THE MASTIO QUALITY AWARD

LTL Study 22nd Edition – 2026

Inter-Regional Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Inter-Regional Carriers	Daylight Transport	Daylight Transport

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Awards - THE MASTIO QUALITY AWARD

LTL Study 22nd Edition – 2026 Northeast/Mid-Atlantic Carriers

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

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Awards - THE MASTIO QUALITY AWARD

LTL Study 22nd Edition – 2026 Great Lakes/Midwest Carriers

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

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Awards - THE MASTIO QUALITY AWARD

LTL Study 22nd Edition – 2026 Southern Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Southern Carriers	Averitt Express	Averitt Express Southeastern Freight Lines

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Awards - THE MASTIO QUALITY AWARD

LTL Study 22nd Edition – 2026 Western Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Western Carriers	Peninsula	Diamond Line Oak Harbor Freightlines Peninsula

Note: Awards are determined by the companies with the highest overall Customer Value Weighted Performance Score that have also met a minimum of 30 ratings.

Mastio brings more than 36 years of proven expertise in delivering actionable insights and unbiased data. With over 1,000 successfully executed projects and a client base of more than 350 organizations, Mastio has established itself as a trusted partner across diverse, commodity-focused industries. These span energy, utilities, transportation, logistics, plastics, chemicals, manufacturing, and professional services. Among its valued relationships, Mastio collaborates with numerous Fortune 100 and Fortune 500 enterprises, reinforcing its reputation for driving growth and competitive advantage at the highest levels.

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.

For more information, contact Kevin Huntsman at MASTIO, 3300 Dale Avenue, Suite 109, St. Joseph, MO 64506. (Phone) 816-364-6200, (Fax) 816-364-3606 or at khuntsman@mastio.com.