

SONAR Truckload Data



For more than six years, SONAR tender data has been the trusted standard for understanding U.S. truckload demand, capacity conditions, and network performance. Our latest expansion continues that commitment to industry-leading visibility by introducing an even larger and even more diverse dataset, increasing the depth and coverage of truckload activity across the country.

Industry Signal You Can Trust

This expansion enhances, NOT REPLACES, the legacy SONAR tender metrics that customers have relied on for years. Historical continuity and trend integrity remain intact.

More Detail, Same Directional Strength

Customers gain greater insight into what is driving the market while maintaining consistent historical alignment and comparability with past datasets.

Greater Confidence in Market Understanding

The expanded dataset gives users greater confidence in understanding the market by offering improved visibility into different freight mixes, stronger benchmarking and an even more reliable foundation for monitoring changes in demand, capacity, and market behavior.

What's New

Through this expanded data SONAR customers now benefit from:

- ❖ A larger and more diversified pool of tender activity
- ❖ Expanded participation across sectors, regions, and equipment types
- ❖ More granular visibility into shifting market dynamics
- ❖ Improved line-of-sight into activity in short-haul, regional, and specialized markets

These improvements give users even greater clarity when evaluating market conditions.

Available Truckload Metrics

All datasets are available at the national, regional, state, and market level, including:

- ❖ Volume (STVI): Van, Reefer & Flatbed (STVIV, STVIR, STVIF)
- ❖ Rejections (STRI): Van, Reefer & Flatbed (STRIV, STRIR, STRIF)
- ❖ Lead time (STLT): Van, Reefer & Flatbed (STLTV, STLTR, STLTF)
- ❖ Market Share (STMS)

With this expansion, SONAR continues to offer the most comprehensive, transparent, and data-rich view of U.S. truckload activity available. Empowering supply chain and transportation professionals to make faster and more confident decisions in any market environment.

Visit gosonar.com or email cs@gosonar.com to get started.