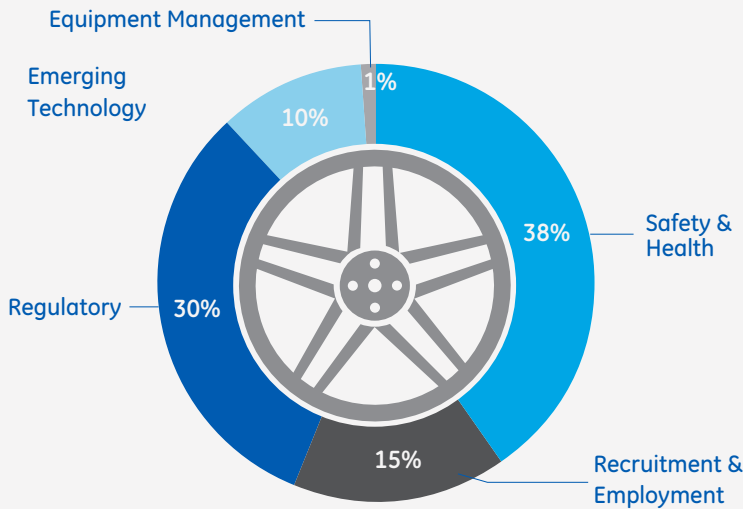


GE Capital, Transportation Finance commissioned a year-long study of social media usage to help it understand the issues that are most important to its industry. TrueVoice, based in Westport, CT, tracked over 105,000 online social discussions relating to commercial trucking from May-September 2014. Here's a snapshot of what they found.

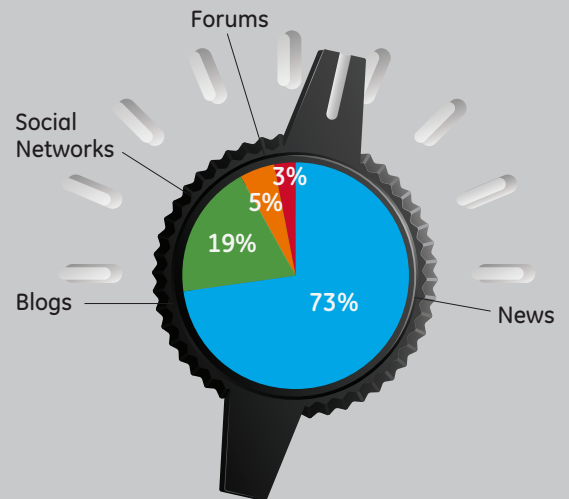
What's Being Talked About

These core categories account for 94% of all filtered discussions



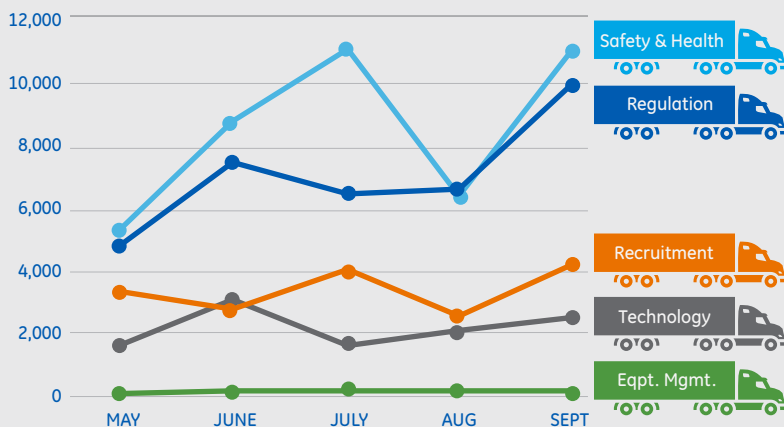
The Channels

News outlets have the greatest share of the conversation



Social Discussion Volume Trends

Safety & health and regulation attracted broad interest over the past five months



News Drives the Conversation

