

# Pick-ups - US - December 2019

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## This report looks at the following areas:

Trucks can be more than a work-force vehicle  
Highlight your automotive innovations  
Transform "non-truck people" into truck people



Pickup trucks are one of those iconic American vehicles that whether you own one or not, you're bound to have an opinion on the segment as well as those that buy them. Despite concerted efforts to shed the stereotypes that have followed pickups for years, they persist. Pickup truck manufacturers need to begin shedding this image, lest they will continue to be pigeonholed.

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## KEY PLAYERS – WHAT YOU NEED TO KNOW

- “Chicken Tax” inadvertently causes consumers to balk at foreign truck prices
- Tech-trucks to look out for in 2020
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