

## Chris Visser

Chris Visser is a 3<sup>rd</sup>-generation car and truck enthusiast. Chris became directly involved in the truck industry in 1998 when he took over management of the ATD/NADA Official Commercial Truck Guide. Over the past 20 years, the Commercial Truck Guide has grown and evolved with the times to offer not just current values of used trucks, but also expanded market analysis and forward-looking residual values. In his career, Chris has experienced multiple used truck boom-and-bust cycles, and has a solid understanding of the fundamentals that drive the used truck market. Chris is a 19-year Used Truck Association member, exhibiting at every convention since the first one in 2000. Chris credits UTA members with providing him invaluable insight and experience over the years.

## About J.D. Power Valuation Services

J.D. Power Valuation Services, formerly NADA Used Car Guide, is a leading provider of vehicle valuation products and services. Its team collects and analyzes over 1 million automotive and truck wholesale and retail transactions per month, and delivers a range of guidebooks, auction data, analysis and data solutions. Find out more at 800.544.6232 or at [nada.com/b2b](http://nada.com/b2b).