Freightliner Announces Plans for Cascadia's 20th Anniversary in 2027

Drivers, Dealers, Fleet Managers and Owners Invited to Share Their Cascadia Stories

PORTLAND, Ore. (October 27, 2026) – Freightliner, a brand of Daimler Truck North America (DTNA), announced plans to celebrate the 20th anniversary of the Cascadia throughout 2027. The "20 Years of What's Next" campaign will recognize the people who have helped shape the truck's history. Drivers, dealers, fleet managers and owners are invited to contribute their personal Cascadia stories. Submissions may include photos, videos and anecdotes that help share the story of Cascadia, told by the people who know it best.

"Cascadia's upcoming 20th anniversary gives Freightliner plenty to celebrate and even more reason to keep moving forward," said Joanna Buttler, general manager of product strategy and marketing at DTNA. "The people who put Cascadia to work have helped inform its evolution, and their needs and experiences will continue to shape what comes next."

Since its launch in 2007, the Freightliner Cascadia has evolved across generations, with each iteration introducing advancements designed to meet the changing demands of the people and businesses that put these trucks to work. Today, Cascadia is the market leader in the North American on-highway segment, a position built through continuous innovation. Along the way, Cascadia has helped advance industry standards for safety, profitability and efficiency.

Safety has been a defining part of Freightliner's approach to Cascadia from the beginning. From early braking and stability technologies to today's integrated, vehicle-level safety systems, Freightliner has consistently expanded Cascadia's safety capabilities to support drivers in increasingly complex traffic environments. The Detroit Assurance Suite of Safety Systems with Active Brake Assist 6 (ABA6), standard on Cascadia, builds on that leadership with automatic emergency braking in a broader range of scenarios. For Cascadias built beginning in 2027, new standard features include Cross Traffic Assist, which can apply braking when vehicles cross the truck's path at intersections, and Active Side Guard Assist 2, which can detect oncoming traffic during a signaled left-hand turn and apply braking when needed.

Cascadia's evolution also reflects a focus on helping fleets operate more efficiently. Advancements in connectivity and diagnostics have helped fleets manage uptime and operations, while aerodynamic and powertrain improvements have contributed to more than a 35% cumulative improvement in fuel efficiency since the first-generation Cascadia. In 2027, Detroit Gen 6 engines will be available in the Cascadia, building on the durability and reliability of the previous generation while maintaining familiar performance characteristics for fleets.

The Cascadia's progress over the past 20 years can be measured by more than engineering advancements and performance figures. It is also reflected in the success of drivers, businesses and fleets. Building on Cascadia's

established “Here’s to Those” campaign, the anniversary will recognize “Those Who Have Been with Us From the Start,” while looking ahead to what’s next. Throughout the year, Freightliner will share stories of the people who have experienced that progress firsthand. Some have worked with multiple generations of Cascadia trucks; others are just getting started.

Together, the brand and its customers tell the story of how Cascadia has shaped the on-highway industry. Throughout the year, the anniversary will highlight moments and achievements from the people and businesses that have put Cascadia to work. As Freightliner continues to ask “what’s next,” customers are invited to share what’s on the horizon for themselves. While looking back at the past 20 years, Freightliner keeps its eyes on the road ahead.

Drivers, dealers, fleet managers and owners can learn more and submit their stories at freightliner.com/Cascadia20.

About Freightliner

Freightliner Trucks is a brand of Daimler Truck North America LLC, headquartered in Portland, Oregon. With 80 years of experience, Freightliner produces and markets medium-duty and heavy-duty trucks as the leading heavy-duty truck brand in North America. DTNA is a subsidiary of Daimler Truck AG, one of the world’s leading commercial vehicle manufacturers.

About Daimler Truck North America

Daimler Truck North America LLC (DTNA), headquartered in Portland, Oregon, is the largest manufacturer of heavy-duty trucks in North America and a leading provider of innovative products, services and technologies for the commercial transportation industry. DTNA designs, engineers, manufactures and markets medium- and heavy-duty trucks, school buses, vehicle chassis and related technologies and components under the Freightliner, Western Star, Thomas Built Buses, Freightliner Custom Chassis Corporation and Detroit brands. As a subsidiary of Daimler Truck AG, one of the world’s leading commercial vehicle manufacturers, DTNA is dedicated to delivering exceptional value and support to its customers – helping them keep the world moving.

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