

The Top 10 SONAR Enhancements of 2025

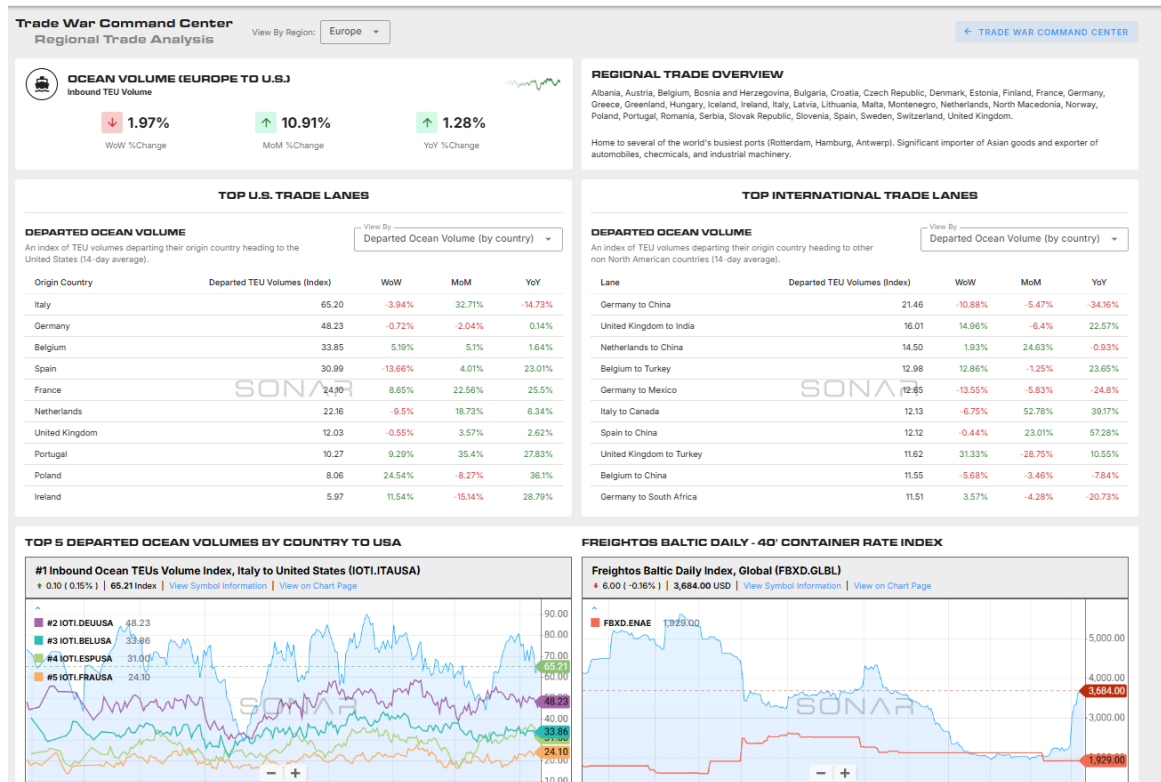
SONAR

Turning Market Data Into Market Advantage

2025 has been one of the most transformative years in SONAR's history. From real-time global trade monitoring to AI-powered freight analytics, SONAR continues to redefine how the freight world interprets and acts on data. Below are the top 10 enhancements that have shaped the year—and the way the industry moves. This year's updates focused on ease of use and making freight data more actionable through smarter dashboards and contextual insights.

1. Trade War Command Center

Global trade policy can shift overnight. SONAR's new Trade War Command Center brings transparency to tariff changes, trade routes, and commodity flows, allowing users to visualize disruptions and forecast their impact on supply chains in real time. It's become an essential tool for anyone managing cross-border freight exposure. The Trade War Command center includes new data sets like Ocean TEU bookings, U.S. Customs TEU imports, national truckload volumes, intermodal container flows and the Logistics Manager Index. It also includes regional trade analysis for Europe, MENA, East Asia, Southeast Asia, and Latin America to help with strategic decisions.



2. Broker Tool Kit

Built for speed and precision, the Broker Tool Kit combines Coverage Guide, Sales Guide, and Rate Intelligence tools into one intuitive workflow. Brokers can now identify the right lanes, price accurately, and prioritize outreach based on market volatility—all from a single dashboard. This toolkit helps brokers pinpoint where to focus resources and provides sales teams with lane-level insights to maximize margin.

SONAR

DASHBOARDS

APPLICATIONS

RISK MANAGEMENT

MY DASHBOARDS

CHART

MAP

TOOLS

Coverage Guide

DOWNLOAD TEMPLATE

UPLOAD FILE

DOWNLOAD DATA

My Loads as of 6/4/2025

Refresh loads for latest data

FLAT

PER-MILE

ADD NEW LOADS

REFRESH LOADS

DELETE ALL LOADS

Origin			Destination			Additional Info		TRAC SPOT					Rejection %		Coverage Guidance		
City	State	ZIP	City	State	ZIP	Miles	Equipment	Current	High	Low	WoW	Confidence Score	myTRAC Rate	Current	Condition	Difficulty	Guidance
Charlotte	NC	28202	Houston	TX	77002	1,035	VAN	\$1.76	\$1.85	\$1.64	↑ 6.7%	5	--	10.05%	MINIMAL CHANGE Currently Tight	8	Cover now Prepare to lock in losers.
Jacksonville	FL	32202	Columbus	OH	43215	802	REEFER	\$3.36	\$3.53	\$3.17	↓ 2.8%	3	--	17.65%	LOOSENING Currently Tight	7	Beat yesterday's rate.
Savannah	GA	31401	Atlanta	GA	30303	248	VAN	\$3.26	\$3.55	\$3.04	↓ 11.7%	5	\$3.33	20.31%	LOOSENING Currently Tight	7	Beat yesterday's rate.
Chicago	IL	60602	Harrisburg	PA	17101	656	VAN	\$2.72	\$2.80	\$2.64	↑ 0.6%	5	--	6.44%	TIGHTENING Currently Neutral	6	Prepare for fall offs Qualify trucks and consider backups.
Chicago	IL	60602	North Bergen	NJ	07047	788	VAN	\$2.41	\$2.48	\$2.34	↑ 0.4%	5	\$2.22	6.44%	TIGHTENING Currently Neutral	6	Prepare for fall offs Qualify trucks and consider backups.
Tampa	FL	33602	Pittsburgh	PA	15219	1,024	VAN	\$1.78	\$1.82	\$1.75	↑ 4.4%	4	--	6.83%	MINIMAL CHANGE Currently Neutral	5	Stay the course.
Houston	TX	77002	Charlotte	NC	28202	1,034	VAN	\$2.01	\$2.13	\$1.92	↓ 1.2%	5	--	8.85%	LOOSENING Currently Neutral	4	Negotiate Push rates down.
Harrisburg	PA	17101	Chicago	IL	60602	656	VAN	\$1.51	\$1.61	\$1.44	↑ 4.4%	5	--	3.82%	MINIMAL CHANGE Currently Loose	2	Push rates down Don't accept first option.
Phoenix	AZ	85003	Ontario	CA	91761	333	VAN	\$1.48	\$1.61	\$1.37	↓ 12.5%	5	\$1.32	2.38%	LOOSENING Currently Loose	1	Low Priority, Push rates down, Expect top ser
Seattle	WA	98104	Ontario	CA	91761	1,191	REEFER	\$1.36	\$1.48	\$1.25	↓ 7.2%	4	\$1.22	0.84%	LOOSENING Currently Loose	1	Low Priority, Push rates down, Expect top ser

3. Cass “Magic Link” Data Share in SCI

SONAR and Cass Information Systems deepened their partnership this year with the Magic Link integration, enabling frictionless data sharing between Cass shipment data and SONAR’s Supply Chain Intelligence (SCI) platform. With one secure click, users gain a unified view of spend, volume, and performance across their transportation network. This removes all of the work of importing data for SONAR customers and lets you spend time on analysis and action to improve your network

4. “Find Capacity” Enhancement in SCI

The GenLogs upgrade within SCI makes capacity discovery smarter than ever. By blending machine-learning models with real-time network data, users can now find available carrier capacity in specific markets faster—and match it to internal RFP opportunities or urgent loads instantly. SONAR’s partnership with GenLogs allows SONAR to suggest carriers already operating in a user’s network. When using SCI, customers can click “find capacity” and see a list of carriers currently moving in the needed lanes and immediately access contact info and fleet size.

The screenshot displays the SONAR SCI interface. At the top, there is a 'Threshold' dropdown set to 'Standard', a search bar, and a 'FILTER' button. Below this, a red box highlights the 'genlogs FIND CAPACITY' button. To the left of the main content area, there is a 'TRAC Spot' gauge showing '4 out of 5'. The main content area features 'SONAR TRAC Spot Pricing*' with a 'Delta to TRAC Spot' of '-\$2.91'. A horizontal bar chart shows a range from 'LOW 4.89' to 'HIGH 5.67', with an 'AVG 5.29'. Below this, there is a section for 'SONAR SUPPLY CHAIN INTELLIGENCE' with tabs for 'MY FILES', 'SUMMARY VIEW', and 'LANE ANALYSIS'. The 'LANE ANALYSIS' tab is selected, showing 'LANE VIEW' details for the route 'Orlando, Florida → Jackson, New Jersey'. This section includes a 'genlogs Powered by Genlogs' header, a '1 / 50 premium lookups remaining' indicator, and a table of carriers. The table has columns for Carrier Name, DOT #, City, State, Phone Number, Email Address, and Details. The carriers listed are MASNEY AUTO TRANSPORT INC, SUNLAND DISTRIBUTION, VILLARI BROTHERS TRUCKING, BUCKHEAD MEAT COMPANY, GENESIS LOGISTICS INC, and M J D TRUCKING INC. Below the table, there are summary statistics: Broker Authority Status (N), Carrier Total Power Units (91), Carrier Vehicle OOS Rate (0), Carrier Vehicle OOS National Average (22.26%), Company Score (49.53%), Equipment Type (Reefer), and MC Number (621646). At the bottom right, there is a pagination control showing 'Items per page: 10' and '1-10 of 65'.

Threshold: Standard Search... FILTER

genlogs FIND CAPACITY

TRAC Spot
4 out of 5

SONAR TRAC Spot Pricing*
Delta to TRAC Spot
-\$2.91

LOW 4.89 AVG 5.29 HIGH 5.67

*FEC Included

SONAR SUPPLY CHAIN INTELLIGENCE MY FILES SUMMARY VIEW LANE ANALYSIS

LANE VIEW

Template: Kervue test file.csv Date: 06/02/2025 - 10/06/2025 EXPORT LANES

Threshold: Standard Search... FILTER

Orlando, Florida → Jackson, New Jersey BACK

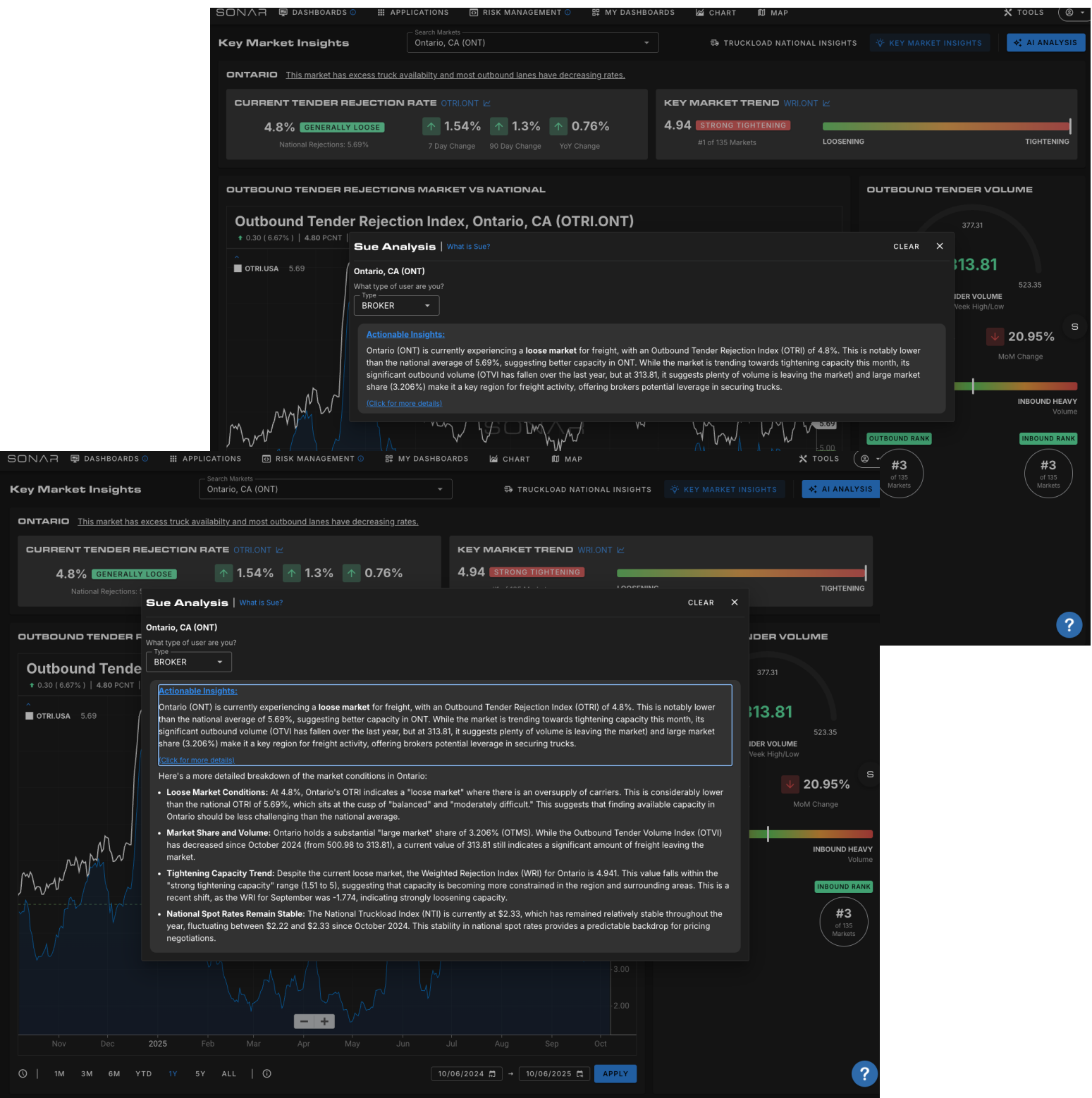
genlogs Powered by Genlogs 1 / 50 premium lookups remaining

Carrier Name	DOT #	City	State	Phone Number	Email Address	Details
MASNEY AUTO TRANSPORT INC	326786	OCFEE	FL	4078778882	PAGE@MASNEY.COM	MORE
SUNLAND DISTRIBUTION	1692817	WAVERLY	FL	8634397400	SAFETY@SUNLANDTL.COM	LESS
Broker Authority Status: N Carrier Total Power Units: 91 Carrier Vehicle OOS Rate: 0 Carrier Vehicle OOS National Average: 22.26% Company Score: 49.53% Equipment Type: Reefer MC Number: 621646						
VILLARI BROTHERS TRUCKING	332445	WENONAH	NJ	9102268101	beverly.t@vtrucking.com	MORE
BUCKHEAD MEAT COMPANY	288247	COLLEGE PARK	GA	4043554400	000-dotcompliance@corp.sysco.com	MORE
GENESIS LOGISTICS INC	914516	WESTERVILLE	OH	6148658500	NORAM.HSE@DHL.COM	MORE
M J D TRUCKING INC	211960	VINELAND	NJ	8562059490	michael@mjdtrucking.net	MORE

Items per page: 10 1-10 of 65

5. AI Analysis in Key Market Insights

AI now writes the story behind the numbers. The AI Analysis layer in Key Market Insights interprets SONAR's most complex datasets—offering automated summaries that highlight where conditions are tightening, which regions are emerging, and what actions users should consider next. It turns data into direction. SONAR's AI Analysis offers actionable strategies for our users.



6. Chart Enhancements: Lane-Level Search, Seasonality Mode, and Forecasting

Charts got a major intelligence boost. The addition of lane-level search, seasonality mode, and forecasting gives users faster, more granular trend comparisons. Whether you're tracking tender rejections, rates, or volumes, SONAR now predicts where conditions are headed—not just where they've been. The ability to bring lane-level rates directly into charts, quickly compare spot to contract, compare multi-year seasonality, and add the Seasonally Adjusted Moving Average to forecast 6 months into the future brings lane-level analytics to a whole new level. Add forecasting to any of our tickers to project out 6 months to provide context around what's happening in the freight market.



7. SONAR Quick Rates Chrome Extension

Just launched, the SONAR Quick Rates Chrome extension delivers lane-level spot rates, SONAR Guidance, and market conditions directly in your browser. It's the ultimate quick-reference tool for pricing teams and sales reps who need rate context without breaking their workflow.

8. Blue to Blue iOS App

SONAR Blue to Blue brings market intelligence to the palm of your hand. The mobile app empowers drivers, small carriers, and logistics professionals to view SONAR spot rates, freight trends, and news on the go. The upcoming “Blue to Blue” lane-matching feature helps users target high-opportunity markets where rates and demand align.

SONAR QUICK RATES

VAN

REEFER

FLATBED

Chicago, Illinois, United States

T1

Dallas, Texas, United States

Q SEARCH

SONAR GUIDANCE

Negotiate: Push rates down.

TRAC SPOT RATE

\$1.74 Confidence 5

Low \$1.66 High \$1.78 *All-In Rate

MARKET CONDITIONS

Currently Neutral Loosening

Rejections 3.63% Difficulty 4

MARGIN CALCULATOR

Target Margin

Current

Amount: \$ 350

Total Miles: 934

CLEAR

CONTINUE

RPM

Flat Rate

Margin

Sell Rate

Sell Price

% Margin

\$2.14

\$2,000.90

\$350.00

\$2.51

\$2,350.90

14.9%

3:13

SONAR

TOP STORIES

Powered By FREIGHT WAVES

Safe launches new reusable thermal cover for pharmaceutical manufacturers

Je Oct 07 2025

new AAR analysis signals rail freight auction

Je Oct 07 2025

SPS mail delivery dispute goes before Supreme Court

Je Oct 07 2025

Surprising surge: trucking spot market rates climb overnight

Je Oct 07 2025

3:12

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Search or select an index

My Indices

NTI.USA

SONAR National Truckload Index, 7 Day Average, United States of America

\$2.33 (USD)

OTRI.USA

Outbound Tender Rejection Index, United States of America

5.69%

OTVI.USA

Outbound Tender Volume Index, United States of America

9,788.81 (INDEX)

IOTI.USA

Inbound Ocean TEUs Volume Index, United States of America

1876.72 (Index)

+

3:12

SONAR

VAN

REEFER

FLATBED

Dallas, Texas, United States

Chicago, Illinois, United States

Search Lane

RPM

Flat Rate

SONAR Spot Rate

\$1,482.91

Low \$1,420.13 High \$1,559.65

Confidence 5 Distance 934mi

WATCHLIST

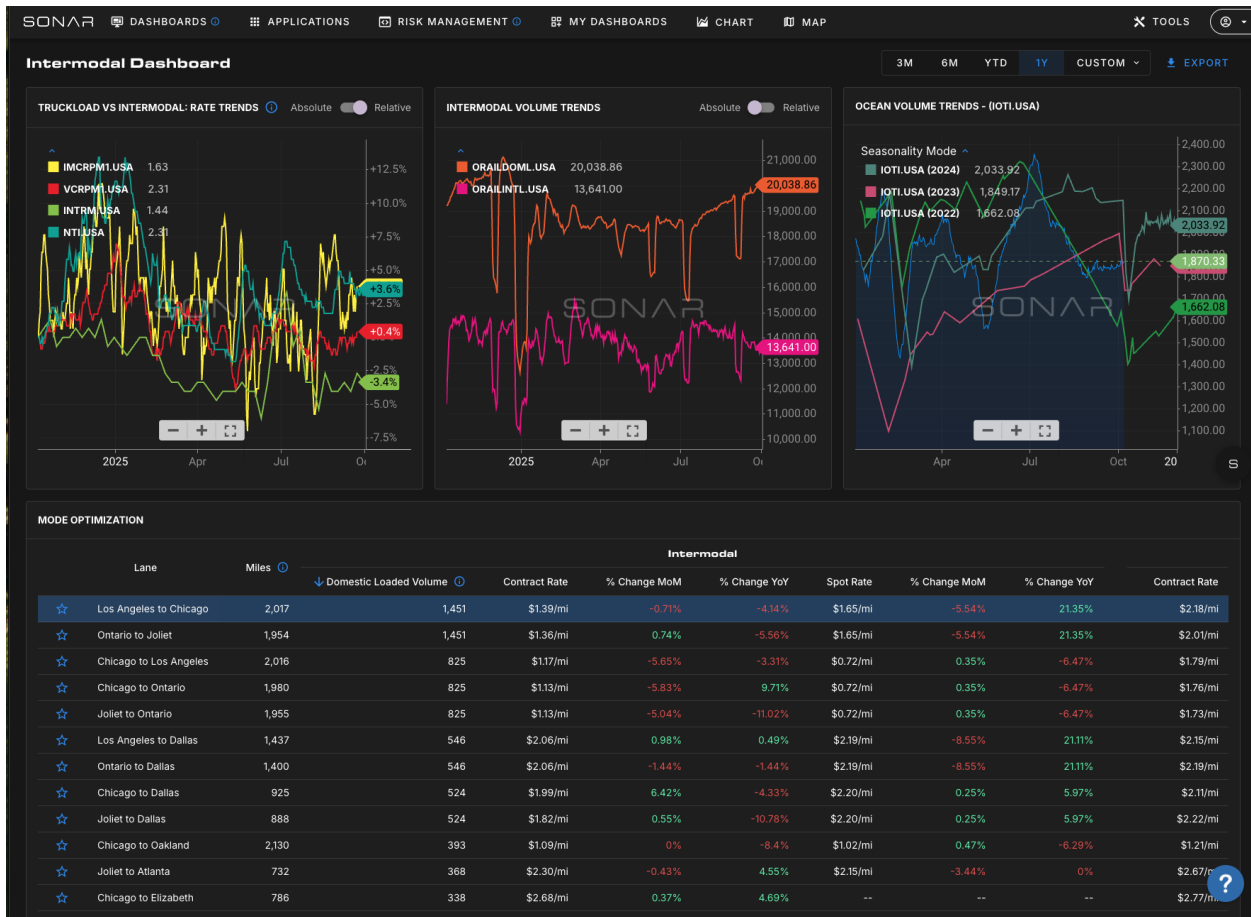
NEWS

SPOT RATES

MENU

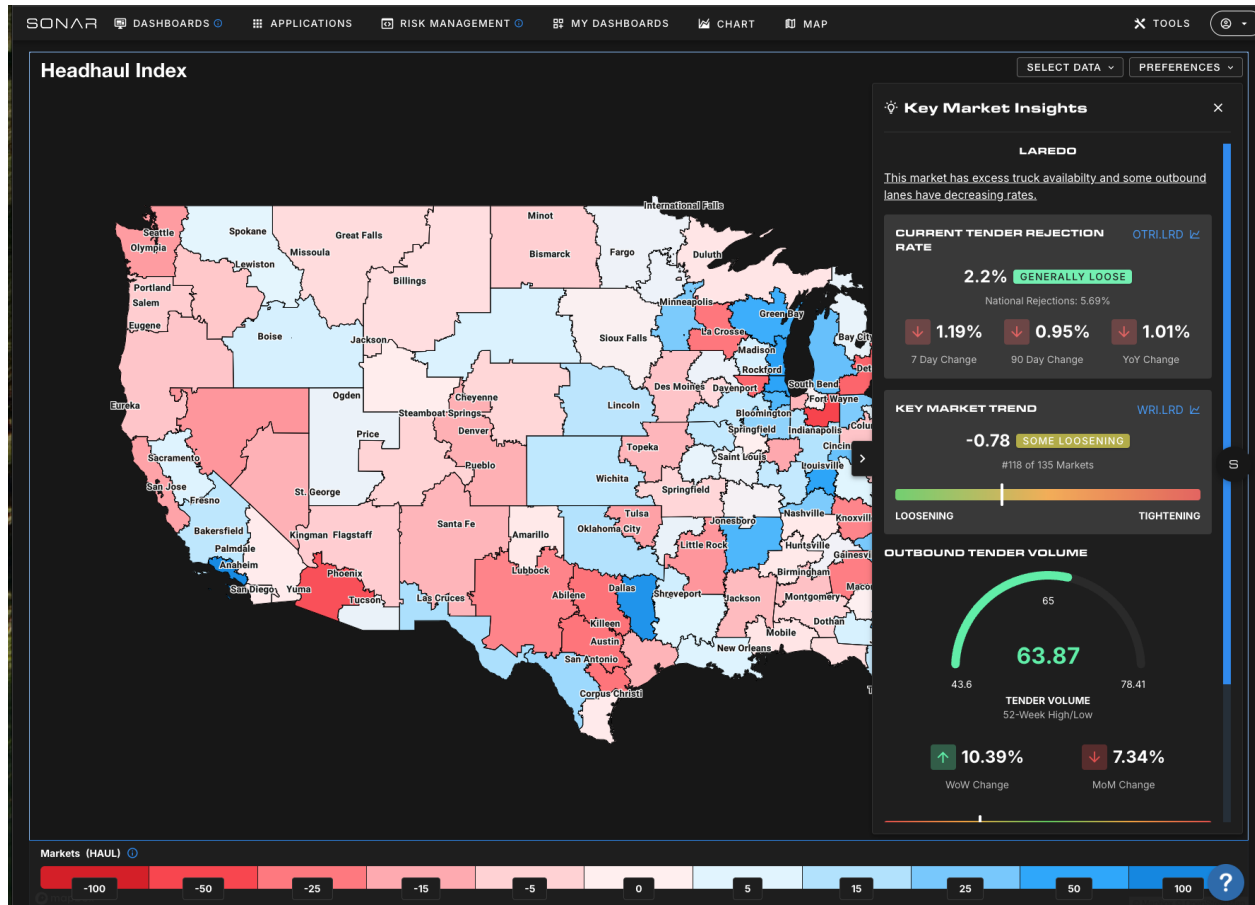
9. Intermodal Dashboard & Contract Rates

Intermodal finally gets its spotlight. SONAR's Intermodal Dashboard gives users a full picture of rail performance, service levels, and modal competitiveness across lanes. Combined with the addition of intermodal contract rates, this release equips shippers and IMCs with true cross-mode pricing intelligence.



10. Enhanced Maps Experience

SONAR's mapping experience has been re-engineered for speed, clarity, and insight. The new Enhanced Maps layer combines freight density visuals, weather overlays, and capacity indices into a single dynamic interface—making it easier to identify freight-rich regions and spot opportunities visually.



Looking Ahead

Each of these advancements reinforces SONAR's mission: to make freight data more actionable, more predictive, and more accessible than ever before. 2025 has been a year of integration—connecting tools, data, and intelligence into seamless workflows that help shippers, carriers, brokers, and analysts move faster and smarter.

If you haven't checked out SONAR lately, now's the time.

Explore what's new at go.sonar.com