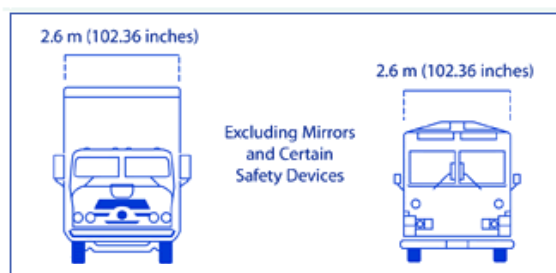


Your Truck Media Banners May Not be Legal

USDOT Truck Width Law is 102.36" - North America and Mexico

McLean, VA (February 2, 2007) - It is the job of the United States Department of Transportation (USDOT) to regulate our nations trucking industry. [USDOT truck width regulations](#) established the maximum width of a commercial motor vehicle traveling our roads. USDOT Regulations clearly states that a CMV can be no wider than 102.36" inches wide, excluding mirrors and certain safety devices. Today, truck and trailer manufacturers in an effort to maximize the cargo space (payload area) build most box trucks and trailers 102" (inches) wide. This leaves just enough width on the outside of a truckside to add hazmat signage and other truck add-ons a carrier may want to install on their vehicles.



Commercial Motor Vehicle Width Limits
(Graphic courtesy of USDOT)

For the past several years, there have been numerous metal (vinyl banner) frames installed on the sides of 102" wide trucks. The size of the frames caused most (if not all) of these trucks to exceed [USDOT vehicle width regulations](#). In research conducted by TRUCK ADS®, we measured many trucks with metal frames attached to both sides of 102" inch wide trucks. When measured from outside edge to outside edge, the overall minimum width we found totaled 102.90" inches up to 105.0" inches wide.

The frame and vinyl banner addition caused every truck we measured (and the truck owner) to be in violation of [USDOT truck width restrictions](#). We were unable to find a banner frame installed on both sides of a 102" inch wide truck, that met U.S. Department of Transportation regulations. USDOT violations in our research ranged from 0.54" to 2.54" inches over sized. This can prove to be dangerous and in case of a truck accident, very expensive.

Illegal Truck Width Puts Insurance Coverage at Risk



TRUCK ACCIDENT ABOUT TO HAPPEN



USDOT LAW says this frame on both sides of a 102" wide truck IS TOO BIG!

Now that truck media banner advertising has become a popular large format and grand format media option for advertisers, it is critical (for safety issues) that carriers are aware of the law and regulation that governs the maximum width of a truck and not allow 3rd parties (advertising brokers) or truck media frame manufacturing companies to attach truck banner frame systems to their trucks and cause their vehicles to exceed width regulations. Exceeding truck width regulations is illegal and could create a public safety hazard. Also, over sizing the truck places the truck owner, the frame manufacturer and the banner installer at financial risk in the event of an accident.

TRUCK ADS® Banner Frame Systems are legal. When a TRUCK ADS® Frame (See our E-Store) is attached to both sides of a truck it only adds 0.34375 inches to the measured width of the truck. With the TRUCK ADS® Frame, if a truck is 102" inches wide, the overall width totals 102.16 inches. Slightly less than the maximum width of 102.36 inches allowed by USDOT.

A Typical Metal Frame System does not meet USDOT Code

ADD 1/4"
and your truck
could be illegal!

FACT: TOO BIG

Metal frames are
3/8" up to 1.5" wide.

Most trucks and trailers are manufactured at 102" wide to maximize the cargo space. The maximum legal width allowed on the road by USDOT is 102.36 inches.

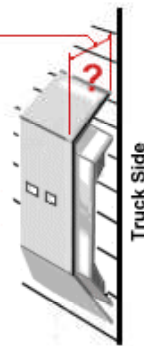
WARNING!

If you place a frame that is just 1/4" wide on both sides of a 102" wide truck, your truck is illegal.

The carrier, the installer and the manufacturer will be exposed to financial ruin, if there is an accident.

METAL FRAME - ILLUSTRATION

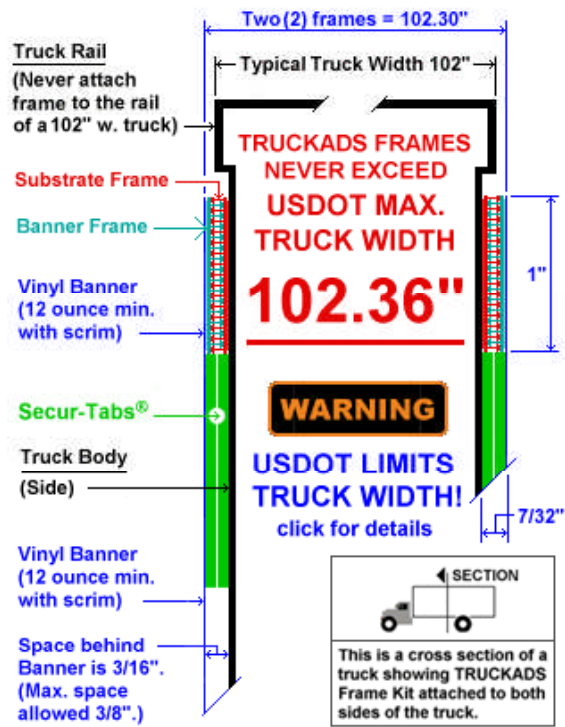
Disclaimer: illustration is representative of a typical metal frame and does not represent any particular manufacturer.



TRUCK ADS FRAME KITS™

Patent Pending

Meets USDOT Width Regs.



CROSS SECTION OF A TRUCK

FULL SCALE

© COPYRIGHT 2009

Rod Harris, CEO of TRUCK ADS®, further explained; "Having found that many metal frames don't meet USDOT Regulations, I purposely developed a vinyl banner frame that complies with USDOT Regulations. We believe the TRUCK ADS® Frame on a 102" inch wide truck is the only frame system in the world that does not exceed the limits of the law passed by the US Congress and regulated by the USDOT. The TRUCK ADS® brand represents quality and safety you can rely on for a lifetime. As more carriers and 3rd party brokers and advertisers become aware of the regulations, I am confident the TRUCK ADS® Frame will become the dominant frame used by the trucking industry in the future. It not only meets code, it is *strong and safe*, it is the *best vinyl banner frame* on the road and we back it up with the only *lifetime frame warranty and replacement guarantee* available today."