

# 5 Key Considerations When Buying A LED Billboard Truck

---

Welcome to Legion LED Truck Sales. We know you have several options when choosing an LED Mobile Digital Billboard Truck, and we are excited that you are considering Legion. If you are like many of our customers, you have seen these trucks and recognize that they are an engaging and powerful marketing tool. However, you do not even know where to begin the process of deciding if you should own one. Hopefully we can give you a few suggestions on where to start.

First and foremost, you need to decide if you are going to buy from an amateur builder or a professional manufacturer. There are dozens of amateur builders that proclaim to build “the highest quality truck on the market”. However, most of these builders are simply copying the professional builders with less than quality craftsmanship. So how do you tell the difference between an amateur builder and a professional manufacturer? We have identified 5 key areas to consider regarding your potential LED truck supplier.

1. **Construction of LED Box Enclosure.** This is of the most importance because it is a window into how your builder conducts business. Amateur builders of mobile digital billboard trucks simply take a stock box truck and cut it up to convert into the box housing in which the LED panels are mounted in. Some even go so far as to build a frame structure on the OUTSIDE of the box. Beyond the box enclosure, amateur builders typically use lower quality generators, LED screens, content controllers, and used chassis. The result is an LED billboard truck that looks unprofessional and low class.

Professional LED truck manufacturers fabricate a custom box enclosure that is specifically engineered to the specific set of screens that are in the truck, and they partner the custom box with a brand new chassis. They use the highest quality generator, LED screens, and content controllers. The end result is a sleek, high quality, beautiful LED Mobile Digital Billboard truck that you will be proud to represent your new brand.

Here are examples of an Amateur Builder and a Professional Manufacturer



The reason we put this at the top of the list as most importance is because the overall construction of the box tells you a lot about your builder. Stock box trucks are much cheaper than fabricating a custom enclosure. It is highly likely that if the builder is cutting corners on the box enclosure, they are also cutting corners on the rest of the equipment and finding the cheapest equipment that is adequate at best. Amateur builders do not pay attention to the fine details that make a mobile billboard truck great.

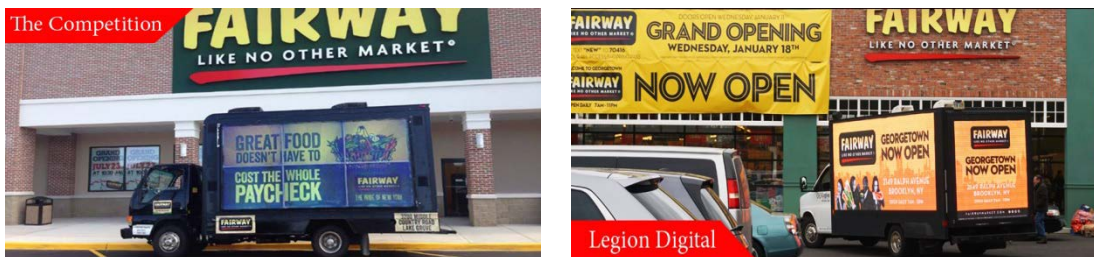
2. **Quality of LED Screens.** The LED screens are the single most expensive part of your new LED billboard truck. Every LED screen is going to look good in the first couple hundred hours of ownership, so you won't see any issues of a poor quality LED screen until you are several months into owning your new truck. First, a majority of LED screens and raw material for LED screens comes from China. Most screens are assembled using the same brand of raw materials but within those brands are various levels of quality. Furthermore, the assembly process of those raw materials is crucial to the quality of the overall screen.

Cheaper screens are going to use the lower quality raw materials and the assembly process is going to use low quality materials. This will result in LED diodes constantly going bad, rapid dis-coloration of the screen, cabinets that don't line up, and so on. Because most LEDs are made from the same source materials, the specs are going to be the same across the board. Remember, specs don't say anything about quality. Every LED screen manufactured will be rated for 100k hours.

So how do you know if your builder or manufacturer is giving you a quality product? Ask them to explain the specifics of their screen in the following areas. If they can't immediately educate you on EVERY area, can you trust them to sell you a quality product?

- a. Manufacturer and chipset tier
- b. Wiring
- c. Manufacturer of diodes
- d. Warranty of modules (should be 3 years)
- e. Brightness rating of the screen
- f. Corrosion protection for chipsets (most LED truck builders do not include this)

Here is an example of the same client, but very different mobile digital billboard trucks.



3. **Operational Experience.** The LED mobile digital billboard industry is still very much in its infancy. The first LED billboard trucks came onto the market around 2009 and up until 2015 there were only a couple dozen in the entire country. In the last 2 years, the industry has seen an explosion of amateur builders that have built a truck and immediately considered themselves a "manufacturer". They have no financial backing, no insurance, and have local operational experience on 1-2 trucks at best. Other manufacturers strictly build trucks but do not own and operate any of their own.

At Legion Digital, we started and continue to operate a fleet of LED digital billboard trucks all over the country for the nation's largest advertisers. Operating a fleet of 10+ trucks nationally takes far more experience and knowledge than operating 1-2 trucks at the local level.

Legion Digital leads the industry in innovation of mobile digital billboard trucks based on our extensive experience on the operational side. As you consider spending \$140k+, ask yourself if you want your investment tied to an unproven amateur builder who serves a local market or a proven professional manufacturer who has led the industry in size of fleet and revenues.

4. **After Sales Service.** We have mentioned previously that a brand new LED screen will typically look great when you first take possession of your truck. If your builder uses sub-standard screens, the problems start showing up in the first few hundred hours and will be a constant source of issue the remainder of their useful lives. Even the best screens will have regular maintenance requirements because they are not made to be installed in a truck that is bouncing all over the highways.

In 2014, our founder, Jerry Teeter, purchased a used LED truck from a broker that said all the right things. He promised that he was THE expert in LED billboard truck technology and would provide on-demand technical support whenever needed. The truth came out after money exchanged hands and Jerry found out that the broker was actually technologically ignorant and had zero experience fixing the screens. The truck had issues out of the gate and sat unused for nearly 2 months until Jerry took it upon himself to learn the technology and fix it himself.

Unfortunately, his experience is very common in the industry. The amateur builders will make lots of promises on how experienced they are in fixing “any issue that will come up” when in reality, they only know a few things if any. When you take delivery of the truck, they tell you the basics of putting ads on the screen and send you off to sink or swim with little support after the sale.

At Legion LED Truck Sales, every truck sale comes with a 2 day training program that is equivalent to what we put our new drivers through. During those 2 days, you will learn how to field repair every aspect of the LED screen, how to operate the content controllers, and do road tests with one of our local drivers.

5. **After Sales Partnership.** One of the biggest frustrations we have heard in talking with owner operators around the country is the fact that their amateur builder promised to place “all kinds of work” on their trucks. After a year, many are lucky if they have gotten one small job. These operators are struggling financially because they were promised that the “truck will sell itself” and they were not equipped to be successful. Several have gone out of business as a result.

Legion Digital has made a commitment not to sell a truck to someone whom we believe cannot be successful in this industry. Some of our clients that come to us to buy a new truck have industry experience selling Out of Home (OOH) media and are able to immediately start selling to their list of clients. Many do not have that industry experience, but they are hard-working entrepreneurs that can take guidance and create results. For those individuals, we have created an Owner-Operator program that allows them to take advantage of the Legion Digital reputation and operate under our brand, experience, and guidance. This allows them to go beyond our experience in the maintenance of the truck and tap into our extensive experience on the operational side to grow their business within our business. We help them set pricing, teach best practices for which clients to solicit, and much more. Furthermore, owner-operators are first in line for national jobs in their area that are not performed on company owned trucks.

For more information on our Owner-Operator program, email [jerry@legiondigital.com](mailto:jerry@legiondigital.com).