

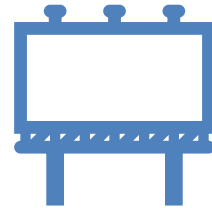
# billboard truck for sale


New vs Used  
Billboard  
Trucks: Which  
Option Works  
Best for Aussie  
Businesses?



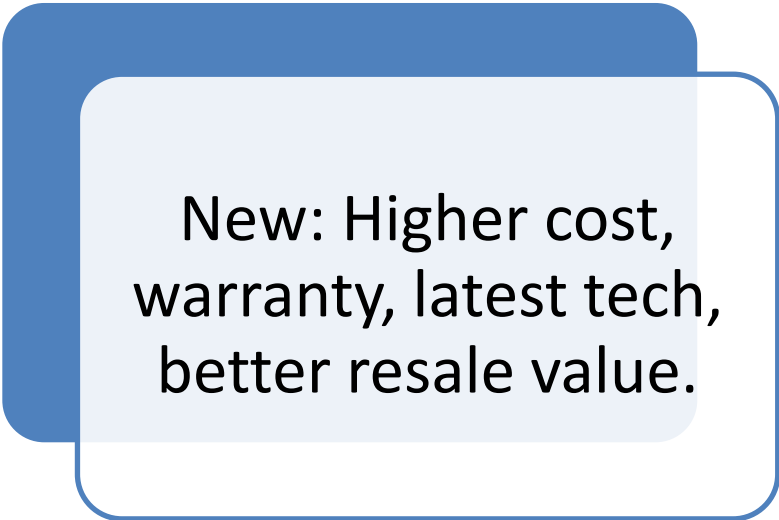
# Why Billboard Trucks Matter for Aussie Businesses

- Mobile advertising is growing: digital mobile billboards give flexibility in message display.
- Large screens (e.g., 4.8m × 2.4m, plus rear screens) provide high visibility.
- GPS tracking, remote access, real-time updates help monitor campaigns.
- A billboard truck for sale can be a useful investment for mobile promotions.

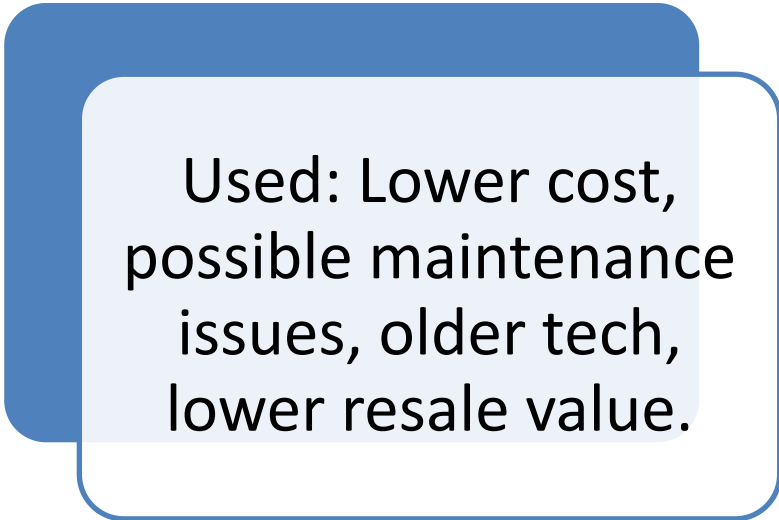




# Things to Consider When Buying New vs Used



New: Higher cost,  
warranty, latest tech,  
better resale value.



Used: Lower cost,  
possible maintenance  
issues, older tech,  
lower resale value.

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## Pros & Cons – New Billboard Trucks

Pros: Latest screens,  
remote updates, reliable,  
strong brand image.



Cons: High cost,  
depreciation, possible  
long lead times.

Pros & Cons  
– Used  
Billboard  
Trucks

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Pros: Lower cost,  
faster acquisition,  
possible good  
condition finds.

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Cons: Repairs  
needed, outdated  
screens, no warranty,  
lower resale value.

## Cost Comparison & Total Cost of Ownership

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Upfront Price: New trucks cost much more.

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Operating Costs: Fuel, driver, insurance, maintenance.

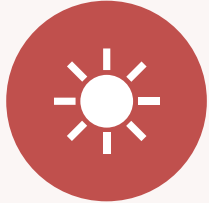
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Depreciation: New loses value faster but retains tech advantage.

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ROI depends on usage frequency and ad revenue.

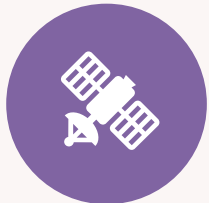
# Key Features to Check (Both New & Used)



Screen size,  
brightness,  
resolution.



Remote access &  
artwork  
management.



GPS tracking and  
reporting  
capabilities.



Chassis, engine,  
electrical system  
condition.



Warranty /  
maintenance  
history.



Compliance with  
local regulations.

# Which Option Works Best for Different Scenarios

Startups: Used may be better for lower budget.

Agencies: New trucks offer long-term ROI.

Event-based businesses: Used might suffice.

Brand-focused businesses: New trucks enhance image.



# Practical Tips When Searching 'Billboard Truck for Sale'



COMPARE LISTINGS IN  
SYDNEY, MELBOURNE,  
BRISBANE.



CHECK ELECTRONIC  
AND MAINTENANCE  
RECORDS.



TEST SCREEN  
BRIGHTNESS, GPS,  
AND REMOTE ACCESS.



CALCULATE ALL COSTS  
INCLUDING  
INSURANCE & FUEL.



CONSIDER FINANCING  
VS LEASING.



INSPECT BODYWORK  
AND SCREEN  
CONDITION.

# Conclusion



NEW TRUCKS: RELIABILITY,  
TECH, STRONG  
PERFORMANCE.



USED TRUCKS:  
AFFORDABILITY, FASTER  
ACCESS, BUT HIGHER RISKS.



CHOICE DEPENDS ON  
BUDGET, FREQUENCY, AND  
BRAND GOALS.



BOTH CAN WORK WELL IF  
CAREFULLY CHOSEN.