



DON'T SACRIFICE YOUR BRANDING AND CLASSIC TRAILER

LOOK FOR AERODYNAMICS

When trailer aerodynamics devices like side skirts were added to trailers more than a decade ago, Canadian fleets and owners were concerned about how these devices would affect the look of their beautifully-chromed reefer trailers, not only from an aesthetic perspective, but also their brand itself. These fears were not unfounded.

In the years since, not only have cabs become sleeker and more aerodynamic, but also trailer aerodynamic fittings – skirts, fairings, and tails – have grown exponentially and have now pretty much become standard. Unfortunately, the 'cookie cutter' appearance of these fittings has diluted individual fleet and rig branding, as well as a loss of the beloved classic truck trailer lines.

For many, particularly independent owner-operators, your truck is probably the biggest career investment you'll make in your lifetime. For some, it's a bigger investment than your home! As your pride, joy and constant beloved companion (an apology to the spouses out there), you take great care to choose finishes, lighting, tires and equipment that reflect your personal style and professionalism. Slapping on a big grey side skirt or white tail not only destroys the beautiful, classic lines of your truck and trailer, it also dilutes your brand. Instead, having a Kelly green, teal, or even pink (a growing choice for breast cancer awareness) color scheme shouldn't mean you have to sacrifice your brand for the sake of aerodynamics.

SmartTruck, the leader in precision aerodynamics for the trucking industry, has solved this dilemma for operators and fleets in Canada.

First, unlike side skirts or tails, SmartTruck's Aero Systems can be color coordinated to match your rig's color scheme, without destroying your classic lines. Take SmartTruck's TopKit, for instance. At only 63 pounds, not only is it lighter than pretty much any other aero



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system out there (side skirts can weigh anywhere from 150 to 350 lbs.!), but it's almost invisible on your trailer. You can run as a stand-alone system, or in addition to your side skirt. Either way it's hassle-free.

SmartTruck's Classic/UT1 Aero System, which includes an undertray component, doesn't obstruct the view or access to your undertrailer for pre-trip inspection or maintenance. It comes in a dozen standard colors and almost an unlimited array of custom colors to match your color scheme.

Neither system wears out, nor requires maintenance or driver interaction of any kind, and they're built to perform in harsh Canadian winters. And since they carry a limited lifetime warranty, you don't have to 'reinvest' every five or so years as you would for a skirt. You buy

SmartTruck once, and use it for the life of your trailer. That's big ROI. (Many of the first to convert to SmartTruck are seeing the Classic/UT1 removed from six-year decommissioned trailers and reinstalled on new trailers.)

At this point, it's clear that trailer aerodynamic systems are here to stay, and will continue to evolve, improve performance, and result in 'greener' fleets. Despite those advancements, what Canadian fleets and operators want is the ability to keep their rig's branding looking great, and to continue to enjoy those classic truck trailer lines for decades to come.

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