

# **FREE REPORT!**

## **4 REASONS WHY FLEET MANAGERS PREFER TRUCK DEFENDER BUMPERS**

**“Fleet managers are shopping smart  
and considering total cost of ownership.  
(TCO)” Auto Truck Group**

**Truck Defender Bumpers Protect Your Fleet  
Investment at a lower, per mile cost. And,  
increase revenue per load over competing  
bumpers.**

## **1. ALUMINUM VS. STEEL – NOW THIS ONLY USA MADE ALUMINUM BUMPER WINS!**

For years it has been understood by Fleet managers that steel bumpers are the best choice for fleet truck protection. Not anymore.

Established in 2003, Prairie Industries became the home of Truck Defender Bumpers, the only aluminum front end bumper replacement manufactured in the United States.

Owner Dean Johnson saw a vision of great front end protection without the weight of steel. Embarking on a journey in western South Dakota and building one of the only manufacturing businesses in that area has led Truck Defender bumpers to stand as the ONLY USA made aluminum bumpers to date!

A business built on hard work proudly supplies thousands of pickup and semi truck owners the best collision protection on the market.

Truck Defender uses schedule 40 piping that has a blow out rate of 1,800 psi. That's six times stronger the structural strength of competitors – aluminum or Steel! The rest of the bumper is made from formed Marine Grade 6061-T aluminum. This is the same grade and type of aluminum used on the front of ice breaker ships. This gives the bumpers their added strength and flexibility which again is something competitors do not do and cannot compete.

### **Very light – yet extremely strong!**

On a comparison ratio of weight to strength to steel bumpers, aluminum far out performs steel in terms of protection and durability. Aluminum will not rust and if you are familiar with the sub par front suspensions of today's diesel pick up trucks, you know that any additional weight from a steel bumper is only going to put a tremendous amount of wear and tear on already weak front end components.

Finally, Truck Defender Bumpers weigh on average 120 pounds where as steel bumpers can weigh 350-700 pounds. That is a huge difference in weight, and a lot of unnecessary stress to the front end of your vehicle.

All products are proudly manufactured in Vale, South Dakota with all USA made material. We manufacturer bumpers for all pickup models built by Ford, Chevy, Dodge, Toyota, Nissan, S.U.V's vans, passenger busses, R.V's. We have available all models for Peterbilt, Kenworth, Volvo, Mach, Freight-liner, Western Star, International and Marmon, including class 4 trucks. We can personalize for customers with cut outs such as Livestock Brands, or business name cut outs and much more.

Be proud to own an American Made Product!

## **2. CONSTRUCTION:**

**SIX TIMES STRONGER THAN ANY OTHER BUMPER – ALUMINUM OR STEEL,  
MORE FLEXIBLE AND THE INDUSTRY'S ONLY LIFETIME MANUFACTURE'S  
CRAFTSMANSHIP WARRANTY!**

¼ inch formed Marine Grade aluminum. Six times stronger. More flexible. Will want to return to formed shaper under minor impacts. Bends are located to optimize strength.

Boxed Mounting System with Corner Gussets. This provides maximum right and left ear protection. Strength of headlight pipe through the body and not relying on a weld.

Semi Custom Manufacturing. Formed bumper to flow with the vehicle's body. Keeps initial purchase investment at lowest with three finishes – polished, Black powder coated and brushed.

Lightweight. 110-125 lbs. Fewer repairs of front end components during ownership. (ball joint repairs can cost up to or exceed \$2000/job.)

Truck Defender bumpers accommodate for all OEM tow hook locations and turbo cooling ducting.

Expanded aluminum for center grill protection (behind Center Pipes)

Custom pipes, headlight straps, trip bar and 4 post design.

Fully welded boxed construction ensuring the strongest bumper possible.

Extremely strong steel mounting system that is the widest on the market. (Excellent right and left ear strength.) Truck Defender bumpers use bearing hinge points instead of bushings that will wear and rattle over time.

Latching system uses tried and true eye bolts instead of a quick latching system since quick latching systems have tendencies of rattling and shaking when driving down the road and in some instance fail entirely causing major damage.

EASY installation since each bumper is designed to fit a specific model. No drilling necessary!

**The INDUSTRY'S ONLY LIFETIME MANUFACTURER'S CRAFTSMANSHIP  
WARRANTY!**

**3. INCREASED REVENUE AND PROFIT PER TRUCK – protecting your fleet  
investment at the lowest possible cost!**

With an increased load capacity of 120-150 pounds and 800-900 pounds upfitted with Truck Defender's flatbed you will increase your revenue per load!

As it is stronger than steel – your investment will pay for itself the first time the vehicle is in an accident.

No unnecessary stress on the front end of the vehicle.

Especially in the oil related industry every day that a vehicle is not running is potentially costing owners and companies a fortune in down time.

These bumpers save owners and companies thousands, sometimes millions in lost wages and down time while a vehicle is rendered in-operable for days or weeks while they are being repaired.

Your fleet will realize reduced fuel, maintenance, downtime and collision damage costs with Truck Defender Bumpers.

So, as you consider the total operating costs equation, the solution clearly becomes Truck Defender.

#### **4. CUSTOMIZATION – Truck Defender can UPFIT your fleet.**

Truck Defender has the engineering and manufacturing expertise to customize and standardize **both your bumper and upfitted truck bed** according to your company's specifications and preferences.

Studies conducted by the NTEA showed that from 2006 – 2011, the percentage of truck fleets being upfitted by distributors/upfitters rather than dealers has increased from 7% of small fleet (under 50) companies to 41%!

Your fleet might be tools of the trade for utility workers, landscapers, skilled tradesmen, municipal employees, field mechanics, delivery drivers or numerous other professionals in order to do their jobs each and every working day.

Whether you are about to upfit your first truck or need to order a fleet, selecting the right upfitter is the first and most important choice you will make.

Truck Defender, an upfitter who wants your business for the long haul, will work with you to value-engineer the truck you need. That doesn't have to mean compromising quality and certainly not safety, but rather taking the time to figure out how to make the most of every dollar you invest in each vehicle.

Truck Defender engineers will invest the time in up-front design/engineering to avoid corrective repairs and retro-fits.

Just a sampling of customization includes night vision and go lightw with remote control. Emergency warning lighting. Customized configuration of utility bodies and tool box storage space. 12,000 lb. winch incorporated in the bumper with cable or nylon. Push bumpers available. Tool box coating with metal dust protection for increased safety. All aluminum flatbed. Individual bed part numbers!

As a fleet manager, we invite you to explore the opportunity to equip your fleet with Truck Defender replacement bumpers and upfit your trucks where required with Truck Defender.

Allow our experience, satisfied customers and commitment to cutting edge technology increase your revenue and profit per truck in your fleet.

VISIT US AT: [www.truckdefender.com](http://www.truckdefender.com)

CALL US DIRECTLY AT: