

The Hidden Cost of Rust on Trucks

Why Rust Eats Into Your Bottom Line

Rust is more than an eyesore. For truck owners and small fleets, it's a silent cost that eats into profits year after year. Trucks that spend their life in wet or coastal states face corrosion problems that Dry State Iron trucks simply don't. This guide breaks down how rust affects your bottom line and why choosing rust free trucks from dry climates is the smarter investment.

1. Repair and Maintenance Costs

Corrosion leads to costly repairs that add up quickly:

- **Electrical Failures (wiring, sensors):** \$1,000 – \$3,500
- **Aftertreatment Problems (DEF and DPF systems):** \$2,000 – \$8,000
- **Frame and Body Repairs:** \$3,000 – \$10,000+

Bottom line: The average rust belt truck racks up thousands more in repairs than a rust free truck from a dry state.

2. Downtime and Lost Revenue

Every day a truck is down for rust-related repairs is a day it's not earning. For an owner operator, a week of downtime can mean \$5,000–\$7,500 in lost revenue. Multiply that across a small fleet and the numbers stack up fast.

3. Reduced Resale Value

Rust eats away at more than steel — it eats away at resale value. Buyers look closely at frames and undercarriages, and trucks from salt states sell for significantly less.

Example:

- Rust belt truck, 5 years old: \$40,000 resale
- Dry State Iron truck, same age: \$52,000 resale

That's a **20–30% difference in value**.

4. The 3-Year Rust Cost Calculator

Here's a simple way to see what rust is really costing you.

Formula:

None

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3-Year Rust Cost = (Annual Repairs + Annual Downtime Loss +  
Annual Resale Hit) x 3 Years
```

Inputs to Use:

- Annual Repairs: \$3,000–\$8,000
- Annual Downtime Loss: \$5,000–\$7,500
- Annual Resale Hit: \$3,000–\$5,000

Example:

- Repairs: \$5,000
- Downtime: \$6,000
- Resale hit: \$4,000
- 3-Year Rust Cost = $(\$5,000 + \$6,000 + \$4,000) \times 3 = \mathbf{\$45,000}$

That's the hidden cost of running a rust belt truck instead of buying rust free Dry State Iron.

5. The Smarter Alternative

Choosing a Dry State Iron truck from Charter means starting with a clean foundation. Our trucks are sourced from dry climates like California, Arizona, and Texas, inspected by third parties, and refurbished as needed. That means less downtime, lower repair costs, higher resale value, and more money in your pocket.

Ready to See the Difference?

Browse our selection of Dry State Iron trucks or request a sample inspection report. Invest in a truck that keeps your business moving forward without the hidden cost of rust.