

Mobile advertising units

Purpose

This Vehicle Standards Information (VSI) No. 35 is intended to provide information on the requirements for vehicles being used as mobile advertising units.

Introduction

NSW legislation allows vehicles to be operated as mobile advertising units. These vehicles prominently display advertising material that, in some cases, is illuminated.

Vehicles equipped as mobile advertising units must continue to comply with all of the construction and equipment requirements of the Road Transport (Vehicle Registration) Regulation 2017, including dimensional limits. Any item used as part of the advertising display, or to operate it, must be attached to the vehicle in such a way that the vehicle can be safely operated under the requirements of the [NSW] Road Rules 2014. These vehicles must also comply with the additional requirements described in this VSI No. 35.

Requirements

ADVERTISING DISPLAY UNITS

Advertising display units must be securely attached to the vehicle and must not have any sharp edges or projections. The display units must not obscure the vehicle's mandatory lighting equipment or restrict the driver's field of view.

USE OF REFLECTIVE MATERIALS

Highly reflective material, including retro-reflective type, must not be used in the advertising display.

ILLUMINATED DISPLAYS

Where the advertising display is illuminated, the following requirements apply:

- Flashing lights must not be used to draw attention to the display, or illuminate any part of it.
- Any external lighting used to illuminate the advertising display must not be directly visible to the driver from the normal driving position.

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- Internal low-level illumination may be used to light translucent panels provided the level of illumination is sufficiently low so as to avoid glare, either for the driver, or other road users.

TELEVISION RECEIVERS AND VISUAL DISPLAY UNITS

If a television receiver, visual display unit or similar device is used in the advertising display, it must not be operating while the vehicle is moving, or is stationary but not parked, if any image on the screen is:

- visible to the driver from the normal driving position
- likely to distract another driver.

FURTHER INFORMATION

Roads and Maritime Services Technical Enquiries

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- Vehicle construction and registration requirements in NSW