

BIG TAX WRITE-OFF FOR YOUR VEHICLES



-\$5,000



-\$6,500



-\$2,300

55%

40%

BRICKHOUSE
GPS 

Tax Refund

PAY JOHN HARLEYSON

05022025
D D M M Y Y Y Y

OR BEARER

SUM OF *four thousand twenty two dollars and eleven cents*

to be paid out to John Harleyson in full \$ 4,022.11

Acc. No. 0154 813 37846

[Signature]

Please Sign At

567890 # 1234567890: 1234



Need a tax deduction?

Try GPS tracking

Finally, some good news from the IRS.

Have you heard of the Section 179 Deduction? It's a rule in the Internal Revenue Code that lets you deduct the full purchase price of qualifying equipment and software in the year your company starts using it— even if you don't pay the full amount in that year.

Let's walk through what that could mean for both your company's taxes and cash flow if you use Section 179 to buy GPS tracking this year for your fleet or fixed assets.

We're GPS experts, not tax experts. While we highly encourage you to take advantage of Section 179, we can't give you official tax advice. Be sure to check with your accountant, tax professional, or that one cousin who's really into spreadsheets before making any big decisions. Cool? Cool

Section 179 lets you deduct the full purchase of equipment and software the first year your business starts using it.



Section 179: a rare gift from the IRS

Actually, the news is even better than that subhead suggests. When your business takes full advantage of Section 179, you can actually receive not one but two gifts from the IRS.



Gift #1: 100% depreciation this tax year

Until they put this rule into effect a few years ago, the IRS allowed companies to write off only a percentage of the value of their business equipment each year. If you bought a new truck, a set of computers, furniture for your office, etc., you'd be limited to deducting just a portion of those purchases against your taxable income. It would take your business years to reap the full benefits of those deductions.

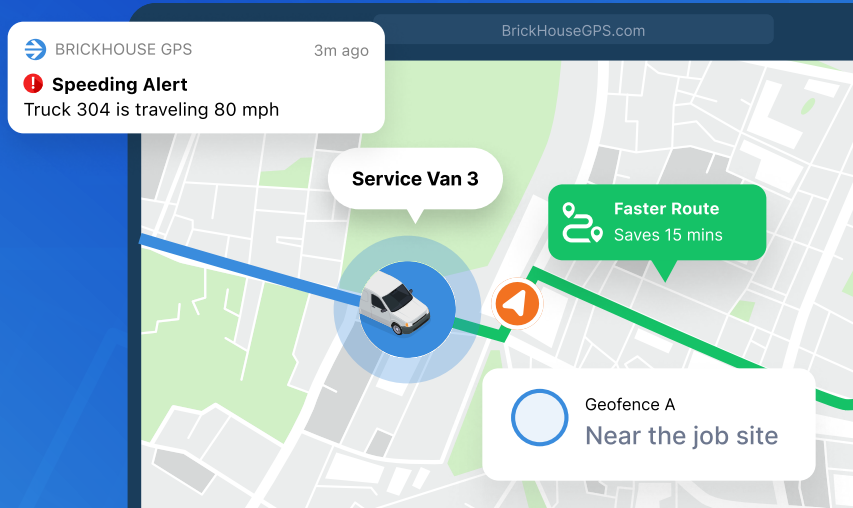
Here's how this rule changes all that, according to the official Section 179 page:

“

Section 179 of the Internal Revenue Code empowers businesses to deduct the full purchase price of qualifying equipment and software in the same tax year they're put into service. Instead of stretching depreciation across several years, you can claim the entire cost upfront —dramatically improving your cash flow and creating immediate tax benefits.”¹

”

Get immediate tax benefits with BrickHouse GPS trackers and dash cams



Gift #2: Immediate deduction even for financed purchases

Okay, so Section 179 lets you deduct the full value of any qualifying purchase in the year your company puts the equipment into use. If you buy a new utility vehicle or expensive piece of machinery, for example, you can write off the full purchase price against that year's taxable income. That's the great news. Here's the amazing news.

The IRS actually lets you write off the full purchase price of business equipment in the current tax year even if you don't pay the full amount for it in the current tax year.

Here's how the official Section 179 page explains the key benefits of this additional gift to businesses:



Immediate Tax Deduction:

Claim the full eligible deduction for qualifying equipment in the year it is placed in service—even if you finance the purchase.



Enhanced Cash Flow:

Preserve working capital by avoiding a large upfront cash payment while still accessing significant tax savings.



Improved Flexibility:

Financing allows you to invest in higher-quality or more advanced equipment without depleting cash reserves.

The primary advantage of financing your equipment is that you can deduct the full purchase price under Section 179 in the year the asset is placed in service—even if you don't pay the full amount upfront. (You are reading this correctly; in many cases, the tax savings from the deduction will actually leave your bank account healthier than if you had paid cash.)¹

In other words, if you finance a business purchase (a new vehicle, or software, or a set of GPS trackers), you could actually end up with more money in tax savings that year than you paid out for the financed equipment.

Oh, and in case you're wondering if there's an upper dollar limit to these deductions, there is. But it's high—**\$1,250,000** across all write-offs your business claims in tax year 2025.

Now let's talk about how you can reap these tax advantages from purchases that can also benefit your business in many other ways: GPS tracking and video telematics solutions

Thanks, IRS, for the GPS

GPS vehicle tracking and dash cams can deliver massive operational benefits for fleet-powered businesses like yours. Here are just a few examples:



Safer driving behavior



Lower fuel costs



Greater vehicle ROI



Enhanced visibility into field operations



Greater vehicle-theft protection



Reduced insurance premiums



Protection against lawsuits



Improved customer service



Increased accuracy of employee timecards



Let's look at how just one of these benefits—improved driver safety in your vehicles—could save your company a fortune.



Check out these two stats: one terrifying, the other awesome.

First, research by the Occupational Safety and Health Administration (OSHA) finds that the average on-the-job vehicle collision that results in an injury costs the employer \$74,000. (If a fatality is involved, OSHA says that crash could cost more than \$500,000.)³

Clearly, anything your business can do to affordably reduce the risk of on-the-job collisions will be worth your company's while. Now for the good news...



On-the-job vehicle collisions that result in an injury costs the employer on average

\$74,000!



Equipping your fleet (and even fixed assets, like expensive field equipment) with GPS and video telematics can deliver serious benefits to your company. But you can really turbocharge those benefits by adding in the cost savings available with the Section 179 Deduction.

Here's how.

Let's say your company wants to equip all 50 of your trucks with GPS tracking. We're talking about the high-quality devices that send your company frequently updated data on vehicle location, driver behaviors (like speeding or sharp braking), and even diagnostic alerts so you can quickly get a vehicle in for maintenance. And let's say those trackers cost about \$25 per unit.

Let's also say you choose to equip 20 of your key vehicles with dual-facing dash cams (cameras that capture video of both the road and the cabin). Those units cost \$280 a piece just for the hardware.

Here's what the Section 179 Deduction will look like.

EXPENSE	COST
Cost of trackers (\$25 × 50 units)	\$1,250
Cost of dashcams (\$280 × 20 units)	\$5,600
Total cost of equipment	\$6,850
Business tax bracket:	35%
Section 179 qualifying deduction	\$6,850
First-year deduction:	\$6,850
Cash savings on purchase:	\$2,398
Effective Cost (after tax savings)	\$4,453

Rather than depreciating the cost of the trackers and dash cams over several years, you can write off 100% of the expense in this tax year. As you can see, that will effectively lower your overall cost by 35% (assuming that's your business's tax bracket) once you're able to claim those tax savings for the year.

You can plug in your own numbers using the official website's calculator. Just go to Section179.org and click the Calculator button at the top.

And those benefits cover only Gift #1 from the IRS that we discussed above.

Write off 100% of your BrickHouse GPS expenses.

The screenshot shows the '2025 Section 179 Tax Deduction Calculator' interface. At the top, it says 'SECTION179.ORG'. Below that, there's a title '2025 Section 179 Tax Deduction Calculator™'. A red arrow points to a text input field labeled 'Enter Cost of Equipment Here' with a '\$' symbol. Below this, there's a dropdown menu for 'Assuming a tax bracket of:' set to '35%' and a 'Show My Savings' button with a play icon. The calculator displays several rows of results, each with a '\$' symbol in a grey box: 'Section 179 Deduction:', 'Bonus Depreciation Deduction: (40% in 2025)', 'Normal 1st Year Depreciation:', 'Total First Year Deduction:', 'Cash Savings on your Purchase:', and 'Lowered Cost of Equipment: (after Tax Savings)'. The final result, 'Lowered Cost of Equipment: (after Tax Savings)', is highlighted in a dark blue box.

Example Section 179 Deduction

At **BrickHouse GPS**, for example, we never require our customers to sign up for any long-term service contracts. We prefer to let customers pay monthly, so we have to continually earn their business every month.

But if you did choose to sign up for our GPS or dash cam service plans with a longer-term agreement, you could still reap the full benefit of the Section 179 Deduction in the current tax year—even if you didn't pay the full amount for those services in that year.



EXPENSE		COST
Dash cam software (\$35/mo x 20 units)	Billed quarterly for 1 year	\$8,400
Amount paid in current tax year (1 quarter billed)		\$2,100
Business tax bracket:		35%
Section 179 qualifying deduction		\$8,400
First-year deduction:		\$8,400
Cash savings on purchase:		\$6,300
Effective Cost (after tax savings)		(\$6,300)

As the Section 179 official website says, you could finance a software agreement over a year or even several years, claim 100% of that purchase immediately, and gain the full tax savings in the current tax year.

It's not often the IRS does something we believe is worth celebrating. But when they do, we're happy to give the agency a shout-out.

Well done, IRS. Keep it up.

Get eyes on your fleet now

One more thing to note: you can apply the Section 179 Deduction to any purchases your business makes in a given tax year as long as you put the equipment into service by December 31 of that year.

That means, strictly from a tax perspective, you wouldn't need to start equipping your company's fleet with GPS or video telematics until December 2025.

But considering the substantial operational improvements they can mean for your business—and how much more affordable these devices can be with this deduction—why would you want to wait until December to start using them?

Heck, why would you want to wait until tomorrow?

Get BrickHouse GPS — and Get Paid by the IRS

-  No contracts
-  5-star support
-  Best price guarantee

 sales@brickhousegps.com

 (800) 414-2857



Sources

- [Section179.org: The 179 deduction explained](#)
- [Section179.org: Qualified financing](#)
- [OSHA.gov: Guidelines for employers to reduce motor vehicle crashes](#)
- [ScienceDirect: Evaluation of in-vehicle monitoring systems to reduce risky driving behaviors](#)



BrickHouse GPS is not a tax, legal, or accounting firm. This content is for informational purposes only and should not be considered tax advice. Please consult with a qualified tax professional to assess how Section 179 applies to your business.