



**NEWS RELEASE**

**February 2007**

## ARB Promotional Items

For your next camping or 4WDing adventure, ARB has just released a range of items that will come in handy, including a new road atlas, and redesigned ARB apparel.

The all new revised and updated ARB Road Atlas is available now from ARB stores around the country. This comprehensive publication has been prepared by leading mapping specialist, Hema Maps, and contains a host of useful information for the 4x4 traveller.

Coming with 136 pages, the ARB Road Atlas includes a 4WD map section, city maps, GPS locations, distance grids and is fully indexed. It also incorporates rest and camping areas with overnight camps, national parks and points of interest. This latest edition is spiral bound allowing for easier single page map reading and as an introductory bonus, a plastic map sleeve has been included for loose map storage. So no matter where you're headed across Australia, the new road atlas will be a useful and handy item to carry.

Also available now from ARB, is a selection of updated apparel including two caps, a redesigned polo top and an all new backpack.

The ARB Commemorative cap celebrates the year ARB was founded (1975) while the Dakar cap features the Emu Dakar logo. Both the caps are stylish and comfortable to wear and will definitely come in handy during the warm summer months.



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Along with the caps, the new Traction polo tops incorporate a modern design, retaining the quality and appeal of the current range of ARB apparel. They feature a blue and grey colour scheme with piping trim around the shoulders, and are available in sizes small to XXX large.

And to accompany the above products, ARB's new Traction pack incorporates numerous practical pockets and is made from thick textured nylon for durability and visual appeal. With side drink bottle pockets made from super strength flexi mesh, this backpack is perfect for camping, sporting or general use.

All these items are available from your local ARB store, where you will find a complete range of practical equipment for your next trip. For more information on ARB's complete range of vehicle and general accessories, please contact us.

All media enquiries should be directed to Matt Frost:

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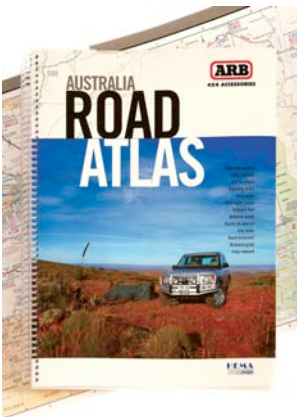
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4X4 ACCESSORIES

