

ARB UNVEILS ALLOY BULL BAR

ARB Corporation Ltd, a world leader in aftermarket 4x4 accessories, is pleased to announce the introduction of the ARB Alloy bull bar.



HEAD OFFICE

ARB Corporation Ltd

POSTAL ADDRESS

PO Box 105, Kilsyth
3137 Australia

STREET ADDRESS

42-44 Garden Street,
Kilsyth, Victoria
3136 Australia

CONTACT DETAILS

T +61 3 9761 6622
F +61 3 9761 6807
W arb.com.au



Built around a proven yet entirely distinct architecture, the ARB Alloy bar is setting a new standard for aluminium bull bars.

With modern passenger vehicles offering features such as vehicle integrated safety cells, dynamic chassis setups and a greater emphasis on fuel economy, alloy bull bars provide another option for when the ultimate strength characteristics afforded by a steel bull bar may not suit an individual's requirements.

The Alloy bar includes unmistakable ARB heritage that is instantly recognisable on and off the road. Through contemporary styling, the Alloy bar has been developed to complement modern vehicle design and achieve a fully integrated appearance with the use of clean design cues and wide centre grille section. 4mm aluminium alloy is used for the outer wings and centre pan for maximum strength, while 60mm alloy outer tubing provides a fresh characteristic that evokes a purposeful yet commanding presence.

ARB's renowned steel mounting system secures the Alloy bull bar to the vehicle using a series of high tensile bolts. Steel mounts ensure the bar is capable of dealing with demanding winch loads without affecting air bag deployment.

Press forming is used extensively throughout the manufacturing process, contributing to the overall strength of the Alloy bull bar, as well as its ultra-premium style. Continuous, rounded edges further enhance functionality and laser cut holes allow for the fitment of ARB Intensity LED and IPF driving lights.

A winch cover panel neatly finishes the bar for when a winch is not fitted, and the all-new winch clutch opening, concealed in the grille section, removes the need for clutch cut outs in the top pan.

Three grades of aluminium alloy are utilised in the construction of the ARB Alloy bull bar, each specifically selected for maximum corrosion resistance and high fatigue



The visually stunning polished aluminium appearance is further enhanced through the use of the CMT (cold metal transfer) and TIG welding processes.

The Alloy bull bar has undergone significant testing during development, including extensive Finite Element Analysis (FEA) to evaluate the structural performance of the new bar, while field testing conducted at the Australian Automotive Research Centre provided ARB with real world results via repeatable and controlled variable testing.

Winch load evaluation has also been performed with winch loads of up to 10,000lbs being placed upon the Alloy bull bar.

For more information on the ARB Alloy bull bar, visit arb.com.au



High resolution images are available within the accompanying folder.

All media enquiries should be directed to Sam Boden:

T (03) 9761 6622 Fax: (03) 9721 9093
W www.arb.com.au **E** sboden@arb.com.au
P PO Box 105, Kilsyth, Vic 3137

About ARB

Founded in 1975 in Melbourne, ARB 4x4 Accessories is now Australia's largest manufacturer and distributor of aftermarket 4WD accessories. With products including bull bars, protection equipment, Old Man Emu suspension, Air Lockers, roof racks, canopies and recovery equipment, our primary mission is to prepare vehicles for the remote and harsh conditions typically encountered off road. ARB currently has more than 50 stores and over 100 hundred stockists located across Australia, as well as offices in the United States, Thailand and Europe, and an export network reaching more than a hundred countries around the world.