

‘KING OF THE DESERT’ RETAINS HIS TITLE IN A RECORD-BREAKING FINKE OUTCOME

POWERED BY



Aussie Dakar legend, Toby Price, maintained his ‘King of the Desert’ title by finishing 1st outright in the ‘Bike & Quad’ division and 2nd outright in the ‘Car & Buggy’ division at the Finke Desert Race last weekend. An outstanding result from the now five time reigning bike champ, who shocked bystanders with a time in his ARB Trophy Truck that eclipsed his Finke winning bike lap.



HEAD OFFICE

ARB Corporation Ltd

POSTAL ADDRESS

PO Box 105, Kilsyth
3137 Australia

STREET ADDRESS

42-44 Garden Street,
Kilsyth, Victoria
3137 Australia

CONTACT DETAILS

T +61 3 9761 6622
F +61 3 9721 9093
W arb.com.au



WEEKEND RESULTS

Toby completed what had been dubbed the 'Ironman' division, and took a 1st and 2nd place in his Bike / Car double campaign, with his maiden four-wheel jaunt to Finke and back over 1 minute quicker than his race-winning bike lap.

Toby's final results were:

- Outright Bike & Quad, 3hr 46min 55sec: 1st Place KTM 500 EXC
- Extreme 2 Wheel-Drive, 3hr 45min 40sec: 1st Place ARB 4x4 Geiser Bros Trophy Truck
- Outright Car & Buggy, 3hr 45min 40sec: 2nd Place ARB 4x4 Geiser Bros Trophy Truck

THE JOURNEY: WHAT A MACHINE, WHAT A STORY

In the week leading up to Finke, Toby secured himself a ride in Brad Gallard's 2012 Finke winning 6.0 litre V8 Chev Trophy Truck. The truck, caught up in Customs, arrived at Finke on Thursday June 9, just two days prior to the Prologue run.

Having spent very little time on the sand in a Trophy Truck, and given the delays in getting the truck through Customs, time for testing was limited. On Friday, Toby finally got behind the wheel to get a feel for being harnessed in a cage with a performance engine attached. A small mechanical issue saw Toby and his truck flipping down the road.

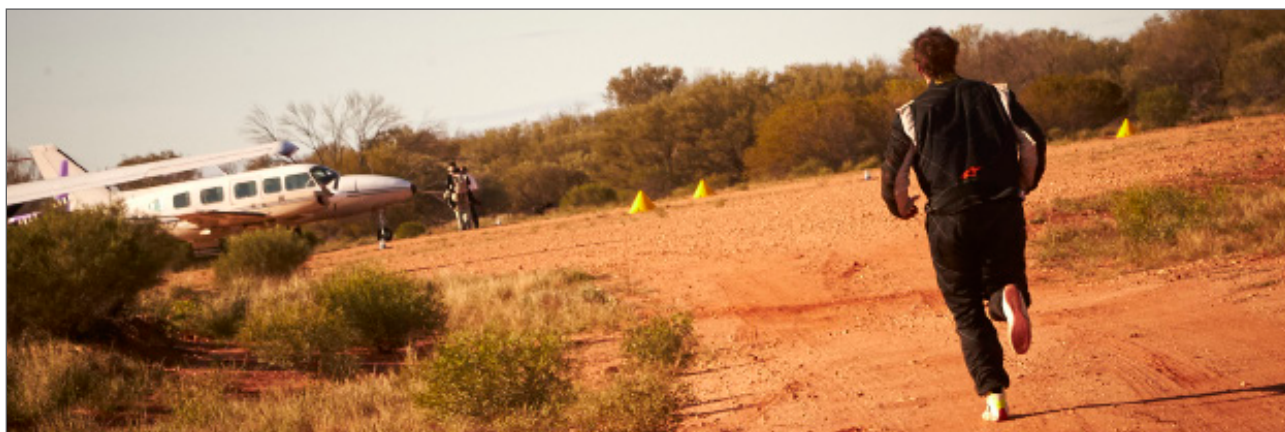
Winched back onto four wheels and loaded onto a flat bed, the truck was returned to the pits for the mechanics to get to work on preparing the car for the Prologue the next morning.

Toby qualified 18th in the Prologue on Saturday morning and would start his race from Alice Springs at 7:30am on Sunday.

As Sunday came around, Toby and his navigator Kyle got up at 5am and hit the tracks at 7:30am. It is a gruelling 230km to Finke, and despite losing a door and bonnet panel, as well as a mechanical failure on one of the engine valves, Toby rounded up thirteen other cars and arrived into Finke in 5th position, just 90 seconds behind the lead car.

Toby jumped out of the car, into a helicopter and was dropped off at the airfield to be chartered back to the Alice Springs start line in a light fixed wing plane. At 11:30am Toby set off on his KTM 500 EXC. With his #1 number plate, he led the field for over 1hr and 50mins before arriving into Finke for the second time that day.

Ice baths, carbohydrates and sleep - then Day 2 began. Back in the Trophy Truck in 5th position, Toby and Kyle headed West back to Alice Springs. Not 15km in, Toby suspected the valve collet had failed again. He turned to Kyle and said "We're not going to make it,





we're too far out." To which Kyle responded "Nup, keep going, keep up her and keep into it" and that's exactly what he did.

In Toby's words, he 'nursed' the truck through the remaining 215km of desert terrain. Who knows what he would have achieved without mechanical concerns. As it was, he 'nursed' the car past three other competitors and crossed the line in 2nd place outright, and 1st in his class.

But now was not a time for celebration. Back on a plane, back to Finke and back on his bike. Toby's return leg was heavily contested with team mate, Tye Simmonds, hot on his heels throughout the whole leg, crossing the finish line just 15 seconds in his wake.

Needless to say, Toby remains the 'King of the Desert' adding his 5th Finke title and becoming the equal highest Finke winning champ.

TOBY'S BACKGROUND

In 2010, a young 21 year old from Aberglasslyn NSW (40km North West of Newcastle) by the name of Toby Price, rolled his bike #587 to the start of the Prologue and put down the third quickest time amongst over 300 bike entrants. It was that weekend, seven years ago, that Toby Price began his journey to stardom as he won his first Finke Desert Race.

Toby won the Finke Desert Race in 2010, 2012, 2014 and 2015. Mechanical failure finished Toby's 2011 campaign on Day 1 and in early 2013 he was involved in a serious motorcycle accident that left him with three broken bones in his neck.

Toby's 2016 Finke ride was his chance to equal desert legend Randall Gregory's five Finke wins. An aspirational and driven Toby Price recognised that while he was still young enough to do it, he wanted to attempt the double. Dubbed as the 'Ironman' division, Toby wanted to race in both the 'Bike & Quad' and 'Car & Buggy' divisions, which are hosted on the same days, finishing 200km away from the start line.

Toby had no prior four-wheel desert experience. In fact, his limited

time behind the wheel of a Trophy Truck was his involvement in the Clipsal 500 Stadium Trucks series.



WHAT'S NEXT FOR TOBY?

It's been suggested that Toby is tempted to tackle the famous Dakar on four wheels after his 2016 Championship ride with KTM. Having now completed the Finke Desert Race with his ARB Trophy Truck, perched proudly on the second tier of the podium, Toby's dreams might not be so far away.

The team at ARB 4x4 Accessories could not be more proud of Toby and his team, and we are looking forward to watching his riding and driving career continue to go from strength to strength.

ABOUT FINKE

The Finke Desert Race is the longest standing desert race in Australia, dating back to an era shared by ARB. In fact, the Finke Desert Race was first officially run in 1976, the year following Tony Brown's motivational expedition, which led to the foundation of ARB Corporation Ltd.

From 1976 to 1987 'The Finke' was a dedicated off road motorcycle

race starting from Alice Springs to the remote Aboriginal community of Finke and back, following the then Ghan Railway line. The route is an extreme and remote passage covering over 460km largely filled with sand dunes. The race is broken down into a series of timed sections held over the Queen's Birthday long weekend.

As the race grew in popularity, in 1988, organisers allowed the first cars and off road buggies to compete in the challenge to win the prized 'King of the Desert' trophy that was awarded to the fastest vehicle to lap the course. While it took some years and some serious engineering development, in 1999 the first four-wheeler beat a motorcycle back to claim the 'King of the Desert' award.

Competition was fierce from 1999 to 2004 with the buggies and bikes challenging for the No.1 position. In 2005 it was decided to split the event into two divisions 'Bike & Quad' and 'Cars & Buggies', each winner taking a \$10,000 cash prize and indisputable boasting rights for winning one of the most gruelling desert races in the world.

Read up on the full results at www.finkedesertrace.com.au



1 ST	EXTREME 2WD
	3hr 45min 40sec
2 ND	OUTRIGHT BIKE & QUAD
	3hr 46min 55sec
2 ND	OUTRIGHT CAR & BUGGY
	3hr 45min 40sec

All media enquiries should be directed to Lisa Ingram:

T (03) 9761 6622

F (03) 9721 9093

W arb.com.au

E lingram@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 stockists located across Australia, as well as offices in the United States, Thailand and Europe, and an export network reaching more than 100 countries around the world.



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