



4x4 ACCESSORIES

FOCUS

WELCOME TO THE WINTER 2011 EDITION OF THE ARB FOCUS, A NEW INITIATIVE THAT AIMS TO KEEP SALES & MARKETING ISSUES AT THE FOREFRONT OF THE MINDS OF ALL ARB SALES TEAM MEMBERS AND DISTRIBUTORS. EVERY QUARTER A NEW ISSUE WILL ARRIVE WITH INFORMATION ABOUT NEW PRODUCT, SPECIALS, COMPETITION NEWS, ADVENTURES, TECHNICAL ISSUES AND MORE.

New Product Issue!

Company News

- New ARB USA Website Coming

New Product

- 2010 & On Toyota 4Runner Old Man Emu Suspension
- Old Man Emu Nitrocharger Sport Extended Length Shocks
- 63QT & 82QT ARB Fridge/Freezer Slide

Competition News

- ARB USA an Official Sponsor of the 2011 King of the Hammers Race
- Joe Bacal Wins 43rd Annual SCORE Baja 1000



**ARB 4x4 Focus
Winter 2011**

ARB 4X4 ACCESSORIES

BUY ONE ARB PREMIUM RECOVERY KIT...



FREE

Get a **FREE**
Speedy Seal
Tire Repair Kit
valued at \$39.99!



THE \$399.99 PREMIUM RECOVERY KIT INCLUDES:

- ARB snatch block (10100020)
- ARB recovery damper (ARB220)
- ARB tree trunk protector (ARB730)
- Large ARB recovery bag (ARB501)
- ARB winch extension strap (ARB720)
- Gloves & 2 bow shackles
- ARB snatch strap (ARB705)

ARB 4X4 ACCESSORIES 720 SW 34th Street, Renton, WA 98057
Tel: 800-761-8159 Email: sales@arbusa.com

www.arbusa.com

Conditions: Offer valid between November 1st 2010 and January 31st 2011.
Available while stocks last. RK9 suitable for vehicles up to 14,000lbs.

Note: The promotion dates have changed.
The promotion is valid from October 1st, 2010 - January 31st, 2011

2010 & On Toyota 4Runner Old Man Emu Suspension System



ARB has just come out with a complete Old Man Emu suspension system for your 2010+ Toyota 4Runner. Completely modular to fine tune the suspension to suit the added weight due to the aftermarket accessories.

Features:

- 3" lift over factory vehicle height
- Modular system allows the correct component selection to match the added weight of aftermarket accessories
- High performance Old Man Emu strut and shock absorbers featuring increased open length and model specific valving for improved control and comfort
- Complete Old Man Emu suspension system consists of front coil springs, front struts, rear coil springs, rear shocks and optional rear shock stone guard.

For all 2010 & On 4Runner ARB product, including Old Man Emu suspension systems, can be found on the ARB USA vehicle application guide at: <http://www.arbusa.com/uploads/PDF/accessorizeYourRig/toyota4Runner.pdf>

Nitrocharger Sport Competition Series



The popularity of the Nitrocharger Sport long travel range of shocks has been nothing but outstanding with the sales more than doubling the previous Nitrocharger line and still growing. This is an obvious endorsement of this great innovative, tough and durable product by the very demanding and discerning off road fraternity.

As the word has spread around the world, owners of competition vehicles not currently in the range have been lobbying Old Man Emu to expand the application line to include other models. Due to the popularity of Toyota, Jeep, Land Rover and Range Rover vehicles in competitions all over the world, OME has now expanded the line to include these vehicles.

Therefore, it is with much pleasure that Old Man Emu announces the release of Nitrocharger Sport Long Travel Shock Absorbers to suit:

- Jeep JK Wrangler
- Jeep TJ Wrangler
- Jeep XJ Cherokee
- Toyota LC80 Series
- Land Rover Discovery I
- Land Rover Discovery II
- Land Rover Defender 90/110
- Range Rover

For part numbers, please visit our online vehicle application guide by visiting:

<http://www.arbusa.com/Products/Vehicle-Application-Guide/All-Vehicle-Makes/115.aspx>

New **ARB** Product

New ARB Fridge/Freezer Slide for 63QT/82QT Models

With the imminent release of the extended ARB fridge family, we are pleased to announce a new fridge slide to complement the larger footprint of the 63 and 82 Quart fridges. Rated to carry 265 lbs, this slide may also carry other tools of trade such as a compressor or toolbox.

Manufactured from heavy duty steel, precision laser cut and formed for strength and rigidity, this new fridge slide features a compact footprint to enable fitment into SUVs, Pickups or onto cargo drawer systems. The new and improved EZ latch mechanism includes a "comfort" plastic coating and enables the slide to be latched in either a fully open or fully closed position. To accommodate the larger fridge sizes, the slide extension has been maximized for access to the fridge contents.

The design of the fridge slide incorporates laser cut holes for:

- Affixing the slide to the vehicle (M8 bolts not supplied)
- Affixing the ARB fridge to the slide (M6 bolts from fridge feet)
- Attaching the ARB fridge tie down brackets (M8 bolts from tie down kit)
- Draining/cleaning the fridge

The strategically positioned drain hole matches the ARB fridge, enabling you to extend the slide away from the inside of your vehicle and drain the fridge. The bearing guides are adjustable and a new feature is the inclusion of adjustable (4-way) anti-vibration pads to prevent rattles. Packed in a full color box for showroom presentation the fridge slide is backed by a 2 year warranty.

Tech Specs:

- Rated to carry a massive 265 lb load
- Zinc coated metal substrate
- Millennium grey Powder coated exterior
- External dimensions LxWxH; 33.5" x 21" x 3.25"
- Sliding tray dimensions LxWxH; 32.5" x 17.75" x .79"
- Tray height = 1.82" from base • Slide extension 25.75"
- Net weight 35 lbs

ARB Part No	Description	Retail
10900022	ARB Fridge/Freezer Slide for ARB 63Qt/82QT Models	\$380.19

Availability Date: mid February 2011





Comp News

ARB - Official Sponsor of the 2011 King of the Hammers Race

ARB USA is proud to be an official sponsor of the 2011 King of the Hammers race on February 11th, 2011 in the world famous ORV area, Johnson Valley, CA.

The King of the Hammers race, operated by Hammer King Productions, Inc is regarded by many as the hardest single day off-road race in the world combining desert racing and gruelling rock crawling through car destroying canyons.

ARB will have a full tent and will be offering free technical advice to all competitors. Have an air locker question you've always wanted to ask? Stop by and ask our techs.

For more information on the 2011 King of the Hammers Race, please visit: <http://ultra4racing.com>



Joe Bacal Wins the 2010 Baja 1000!



LA PAZ, Mexico, November 21, 2010 – After suffering the longest night of his young off-road racing career, Joe Bacal and the Old Man Emu-sponsored Lexus LX 570 stormed past the finish line at 7:54 a.m. Saturday morning in a triumphant conclusion to the 43rd Annual Tecate SCORE Baja 1000.

After weeks of careful preparation and the 2010 SCORE Stock Full championship already behind them, cancer survivor Bacal and first-leg co-driver Chris Cocores departed Ensenada at 12:57 p.m. on Thursday with a comprehensive race plan and a quick LX 570, backed by a second driving team and a race-tested support crew.

Bacal and Lexus' first foray into off-road racing yielded immediate victory in 2009 with a brand-new team and an equally new LX 570 at the brutal Baja 500. Since then, Bacal and Lexus dominated their class in 2010 with four wins and one second-place finish to run away with the SCORE Stock Full championship. Not content to slow down, the team is already planning their assault on the 2011 season.

Look for a full featured article on Joe Bacal in the Spring 2011 edition of the ARB Focus



Web News

Great Improvements Coming to ARB USA's Website!

New improvements are coming soon to the ARB USA website! Look for a new website navigational system, application guide and many more improvements and features. These new features are due to launch early February 2011.

If you haven't already, signed up for our emails to be notified of website updates, press releases and other ARB news. To sign up, please visit www.arbusa.com and click on the **News Letter Sign Up link**.