



AIRLOCKER, INC.

4x4 Accessories

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FOR IMMEDIATE RELEASE

All New ARB Fridge Freezer ***Complete Redesign of the ARB Fridge Freezer!***

Seattle, February 5/ ARB 4x4 Accessories/ -- Australian based four-wheel parts manufacturer, is proud to announce the all-new, ARB engineered 50QT portable Fridge/Freezer and the optional Transit Bag.

While the existing ARB fridge has served us well, in recent years it became obvious there was a niche in the Portable Fridge market for a clever, good looking, well thought out “User Friendly” product so ARB started a project to get its own exclusively designed and built portable Fridge Freezer.

As this new Fridge would be distributed through our worldwide network it was imperative it lived up to the ARB reputation for reliability.

The all new 50QT Fridge Freezer has taken 3 hard years of engineering development work and involves the largest investment in tooling costs for any ARB product to date. It has the latest cooling technology, clever design features directed at our customer’s needs and applications, along with the highest standard of quality possible.

Each fridge comes supplied in “showroom ready” color carton with fridge features and has been designed to act as a display base for fridges in the showrooms.

*****Please see the Fridge Freezer Sales Guide for Features and Benefits located on arbusa.com*****

Along with the release of the redesigned ARB Fridge Freezers, ARB will be offering a Transit Bag for the new Fridge Freezer. The ARB Transit Bag is manufactured from tough durable canvas exterior, and a reflective internal lining to insulate against heat and maximize cooling efficiency when ambient temperatures are high. Finished off with integrated vent panels at the rear to ensure adequate air flow to the motor and condenser, and a handy side pocket large enough to house the fridge manual and power lead, this transit bag will offer attractive styling and efficiency in one package.

Part No.	Description	Retail
10800472 ¹	ARB Fridge Freezer 50QT	\$854.35
TBAG47ARB ¹	Transit Bag - 50QT Fridge Freezer	\$146.14

¹Available late Spring. Currently taking pre orders

About ARB

ARB Corporation Limited is Australia's largest and industry leading manufacturer and distributor of quality, 4WD vehicle accessories, with distribution in more than 100 countries worldwide.

The company manufactures and stocks the world's most respected, sought after brands including ARB Air Locker locking differentials and bumpers; Old Man Emu (OME) customized suspension systems, IPF high performance lighting, and Safari snorkel systems. ARB's Seattle office is the North, South & Central American headquarters and importer of ARB 4x4 Accessories.

Media Inquiries

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