



NEWS RELEASE

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ARB Brings in the New Year With Winch Compatible Bumpers For the Land Rover LR3

Seattle, WA – ARB 4x4 Accessories, Australian based four-wheel parts manufacturer has created an ARB Bull Bar, front bumper, worthy to be sported on the award-winning Land Rover LR3, *Motor Trend's* 2005 Sport Utility of the year.

This completely redesigned vehicle demanded an ARB Bull Bar perfectly suited to the new LR3 specifications and ARB has delivered!

This ARB Bull Bar features a split pan design that promotes maximum airflow and obtains optimum strength from multiple folds in the metal. This folding process allows ARB to use lighter weight steel with fewer welds, providing unrivaled strength and vehicle protection. The durable steel construction also features ARB's signature five-fold upswept and tapered wing design, for increased strength and improved approach angle.

Recessed indicators and fog lights are built in to the bar and are shaped to complement the modern new front fascia of the LR3. Additional provisions for driving lights and CB antenna mounts allow the bumper to further enhance the vehicle. Lower protection panels and urethane buffers heighten the overall protection of the bar.

This ARB Bull Bar retains the factory tow points and is compatible with a range of Warn Winches to assist in quick and safe recovery operations on or off the trail.



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Available for shipping on January 2nd 2006, these new deluxe winch-compatible Bull Bars can be ordered using ARB part number 3432150. A corresponding non-winch compatible bar will also be available for shipping on February 2nd 2006 and may be ordered using ARB part number 3232150.

For more information about ARB or to obtain production quality images, please contact: Lisa Wood, Marketing Assistant, ARB 4x4 Accessories 720 SW 34th Street, Renton, WA 98055. E-mail: lwood@arbusa.com, Tel: 800-761-8199.

