



AIRLOCKER, INC.
4x4 Accessories

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FOR IMMEDIATE RELEASE

ARB Air Locker & Old Man Emu Technical Seminars ***at the 2008 SEMA Show in Las Vegas***

Seattle, October 7/ ARB 4x4 Accessories/ -- Australian based four-wheel drive accessories manufacturer is pleased to announce technical training seminars for both ARB Air Locking Differentials and Old Man Emu Customized Suspension Systems at the 2008 SEMA Show in Las Vegas.

Unlocking the Mysteries of the ARB Air Locker: Traction Math & More, will be an in-depth seminar instructed by ARB'S senior Air Locker Engineer, Daniel Bongard MEng. Bongard will explain what makes the Air Locker and how it varies from other traction devices. Concerns that sales staff and fitters might have about installation and activation will also be addressed during this series. ARB Air Compressors, also designed by Bongard, will be among the topics covered in the presentation.

Old Man Emu Customized Suspension: Why It's Not All About Ride Height, will be hosted by Stuart Fooks MEng, senior OME suspension engineer will also perform a seminar that will outline the development process for all OME components. Fooks will teach you how to interpret valve rates or speed versus dampening and will outline the benefits of a completely customized suspension system and why weight is centric to the spring rate.

The Air Locker seminar will take place on Tuesday November 4th from 2:30-4:30pm in room N241 in the North Hall of the Las Vegas Convention Center. An abbreviated version of the seminar will take place on Thursday November 6th from 2:30-3:30pm also in room N241.

The Old Man Emu technical seminar will take place on Wednesday November 5th from 2:30-4:30pm in room N241 in the North Hall of the Las Vegas Convention Center. An abbreviated version of this seminar will take place on Thursday November 6th from 3:30-4:30 also in room N241.

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Please join us for refreshments and get your questions answered directly by ARB's engineering team.

To check out what else is new with ARB 4x4 Accessories, visit booth #37004 in the upper level of the South Hall at the 2008 SEMA Show.

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 and sought after brands including ARB Air Locker locking differentials and bumper; 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.

Related Links

www.arbusa.com

You're Invited to Attend the:

ARB Air Locker Seminar,

Unlocking the Mysteries of the ARB Air Locker: Traction Math & More!



4X4 ACCESSORIES

Instructed by Daniel J. Bongard MEng, Senior Air Locker Engineer, *will include:*

- Comparison between Air Lockers and several of our competitors as a whole
- A discussion on why LSD's don't actually do what people want. This will demonstrate some little known theory behind why people can just never quite get the perfect setup out of an LSD.
- A discussion on factory equipped electronic traction control, its limitations, and its integration with Air Lockers.
- An in-depth tech discussion on the features of our new compressors (CKMA12 & CKMP12), and a side by side comparison between each of them and one of our popular competitors.
- A tech discussion about differential covers.
- A tech discussion about the competition Snatch Block 9000 and how it's mechanics affect winch load.
- Quick tech briefs on Quad Rings and Maxi Fuses

When: Tuesday, November 4th, 2:30-4:30 PM and a Brief Repeat on November 6th, 2:30-3:30 PM

Where: Las Vegas Convention Center in the North Hall right above the Grand Lobby. Room # N241

For questions or concerns regarding the ARB Air Locker Tech Seminar, please contact ARB's Marketing Manager Lisa Wood at lwood@arbusa.com.

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You're Invited to Attend the:

Old Man Emu Suspension Seminar,

Old Man Emu Customized Suspension: Why it's Not All About Ride Height, Handling Matters Too!



4X4 ACCESSORIES

Instructed by Stuart Fooks MEng, Senior Suspension Engineer, *will include:*

- OME development process
- Interpreting valving rates. Speed vs dampening
- Interpreting the various shock & spring combinations, how to choose what's right for the vehicle weight & equipment installed.
- The benefits of custom combinations and why weight is centric to the spring rate.
- Mono tube vs twin tube
- Research and testing
- Black bushings vs yellow

When: Wednesday, November 5th, 2:30-4:30 PM and a Brief Repeat on November 6th, 3:30-4:30 PM

Where: Las Vegas Convention Center in the North Hall right above the Grand Lobby. Room # N241

For questions or concerns regarding the Old Man Emu Suspension Seminar, please contact ARB's Marketing Manager Lisa Wood at lwood@arbuser.com.

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