



NEWS RELEASE

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Toughen Up Your Jeep Grand Cherokee WK with an ARB Bull Bar

Seattle, WA – ARB 4x4 Accessories, Australian based four-wheel parts manufacturer, eager to maintain their complete line of aftermarket accessories for Jeep vehicles, proudly announces their latest Bull Bar release for the Jeep Grand Cherokee. Enhancing the tough new look of the Grand, the ARB Bull Bar provides excellent front-end protection.

ARB Bull Bars and mounting systems are specifically engineered to ensure optimum functionality and perfect fit. Developed for the unibody structure of the new Grand to spread loads evenly across the platform under both winching and impact conditions the bumper does not interfere with the vehicle crush rate or sensitive air bag deployment systems. Exceptional strength is achieved through the implementation of ARB's renowned design characteristics including the five-fold upswept and tapered wing design, as well as the continuous uprights through the bumper section that reinforce the outer frame.

Built to accommodate Warn low mount model winches from 8000 to 9500 pounds this Bull Bar offers space for the ultimate recovery tool when the unexpected occurs. Of course, not everyone needs a winch so ARB designed the bumper so the license plate bracket can be fitted over the roller fairlead opening allowing the user to enjoy all the protection of the bumper without the added weight and expense of the winch.

For extra peace of mind, this bull bar also incorporates tow points into the mounting assembly and Hi-Lift jacking points in the front pan. Additional features for this bar include combination parking and indicator lights and a provision for the OE fog lights to be repositioned. To add to the practicality and individual styling, this bumper will accommodate a range of IPF, auxiliary lights and two CB antennas. Finished in a durable satin black powder coat, an ARB Bull Bar offers all of the style and protection a new WK could hope for. Along with the protection



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provided by an ARB Bull Bar, Grand Cherokee owners can also improve the ride quality with ARB's Old Man Emu brand customized suspension. ARB engineers are currently developing complete suspension packages for this vehicle that will provide an ideal ride with improved handling and load-carrying ability. Watch www.arbusa.com for the latest updates on the suspension availability.

About ARB

ARB Corporation Limited is Australia's largest and industry leading manufacturer and distributor of quality, 4WD vehicle accessories, with distribution outlets in 120 countries worldwide. The company manufactures and stocks the world's most respected and sought after brands including ARB Air Locker locking differentials, ARB Bull Bars, Old Man Emu (OME) shocks and suspension, IPF high performance lighting, and Safari snorkel systems, to name a few. ARB USA is the North, South & Central American headquarters and distributor of ARB accessories.

Media Inquiries

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