



**NEWS RELEASE**

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## **A new look for the ARB Website [www.arbusa.com](http://www.arbusa.com)**

Seattle, WA – ARB 4x4 Accessories, Australian based four-wheel parts manufacturer, is please to announce that it has a whole new look at [www.arbusa.com](http://www.arbusa.com). The new website addresses the need for more interactive services, technical information, part numbers and product images.

The new website features a nested-style navigation system to allow users to easily locate product information and images. An array of application guides and product service manuals are now readily available for download and the “Accessorize Your Rig” tab provides direct access to a parts listing by vehicle model that will quickly outline all of the possible ARB part and product configurations available for any specific vehicle.

The “News Room” tab provides formal press releases and single page product briefs on all of ARB’s latest products.

Now users can receive a product tutorial, request a catalog or find a dealer near them all within a couple of clicks.

ARB authorized dealers also benefit from a private interface that with the use of a password and ID will allow them direct access to download production quality ARB images and point-of-sale materials that may be used to promote and market ARB products through their retail outlets.

### **About ARB**

ARB Corporation Limited is Australia’s largest and industry leading manufacturer and distributor of quality, 4WD vehicle accessories, with distribution outlets in over 80 countries around the



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world. The company manufactures and stocks the world's most respected and sought after brands including ARB Air Locker locking differentials and winch bumpers, Old Man Emu (OME) shocks and suspension, IPF high performance lighting systems, and Safari snorkel systems, to name a few. ARB USA is the North, South & Central American headquarters and distributor of ARB accessories.

### **Media Inquiries**

For more information about ARB or to obtain production quality images, please contact: Lisa Wood, Marketing Manager, ARB 4x4 Accessories 720 SW 34<sup>th</sup> Street, Renton, WA 98057.

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