



October 2006

ARB Bull Bar now Available for the Toyota 4 Runner

Seattle, WA – ARB 4x4 Accessories, Australian based four-wheel parts manufacturer, has just released their latest winch compatible bumper for Toyota 4Runner models 2003 to 2005, leading the industry with the first winch compatible replacement bumper for this newer model vehicle.

As with all ARB Deluxe Bull Bar models, the Toyota 4Runner bumper features an air-bag compatible mounting system with an ideally engineered weight to strength ratio, which allows the bumper to be light in weight relative to the amount of strength it provides. This ratio is achieved by using strategically placed folds to create the same rigidity and strength as a heavier gauge steel would provide.

All of the finer details of ARB Bull Bars are consistently engineered for performance right down to the way the winch is mounted in to the bar. Most ARB bumpers are designed for the winch to be mounted military style or feet first. By fitting the winch with the mounting bolts facing forward in the bar, there is no opportunity for a side load to be placed on the winch mount fasteners while under strain, as would be possible with the more common feet down positioning. By placing the winch mounting system in the strongest position behind the multiple-fold front pan allows for the winch and the bar to work together creating optimal strength and ideal winching performance, while keeping the winch hidden from the elements and possible damage or theft.



NEWS RELEASE

This Bull Bar uses a unique split pan design, which improves strength and air flow characteristics.

The new ARB 4Runner Bull Bar comes complete with a stone guard, which is a plate that connects to the lower section of the bumper and angles down toward the front axle. The stone guard does more than just fend off the standard under carriage pepping from road debris, it actually acts as a wind deflector that creates a low pressure pocket behind the engine compartment to ensure that your vehicle's cooling system works effectively.

Buffers, indicator and parking lights with optional fog lamps combine with incorporated Hi-Lift jacking points, twin CB antenna and auxiliary light mounts to complete this well equipped front protection system.

Retail pricing can be obtained from your local Toyota dealer or any of ARB's 1000 distributors nationwide by requesting ARB part number 3421200. For an ARB distributor near you, visit www.arbusa.com.

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 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.



NEWS RELEASE

Media Inquiries

For more information about ARB or to obtain production quality images, please contact:
Lisa Wood, Marketing Manager, ARB 4x4 Accessories 720 SW 34th Street, Renton, WA
98055.

E-mail: lwood@arbusa.com, Tel: 425-264-1391.

