



**ARB CORPORATION LTD**

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**ASX ANNOUNCEMENT**

31 March 2021

**NEWS RELEASE**

Please find attached a News Release issued by ARB Corporation Limited regarding Ford Motor Company's announcement of a strategic collaboration with ARB 4x4 Accessories for the new Ford Bronco in the USA.

This announcement was approved for release by the Chairman.



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**NEWS RELEASE**

**Ford Motor Company Announces Strategic Partnership with ARB 4x4 Accessories for the New Ford Bronco**

**MOAB, Utah., March 30, 2021** - Ford Motor Company has announced a strategic collaboration with ARB 4x4 Accessories ("ARB") to develop a full suite of premium, aftermarket products for the all-new Ford Bronco®. For the last few years, ARB has been working hand-in-hand with Ford designers and engineers to ensure each ARB accessory not only complements the Bronco's heritage and performance, but is fully integrated into the original vehicle design.

This strategic collaboration consists of ARB engineers and designers working together with their counterparts at Ford Motor Company. Chassis structural design, roof load-carrying capacity, suspension travel, snorkel air intake, air systems routing, fridge/freezer wiring, and other salient details necessitated not only CAD and vehicles, but more critically, access to the subject-matter experts who made the new Bronco a reality. The working relationship between Dearborn and Melbourne has driven a portfolio of innovative accessory solutions for Bronco customers ready for vehicle launch.

Early in the rebirth of the Bronco, Ford Motor Company called in a panel of industry experts, including ARB USA President, Doug Pettis. "Ford took a completely new approach to customer-centric design with the Bronco," said Pettis. "Personalization and customization is in the DNA of this project. Ford went the extra mile to ensure the Bronco was built to be accessorized, modified, and personalized to suit the demands of the consumer; especially the overland traveler."

"ARB's manufacturing expertise, powered by innovative engineering and design, has been the driving force behind our growth for over four decades," said Doug Pettis. "The unique combination of ARB's aftermarket presence and our 35-year history working with OE's as a tier-one manufacturer, was the primary driver of Ford's decision to onboard ARB."

The full suite of Bronco accessories from ARB will be available to new Bronco customers this summer through over 1,000 Ford dealerships and authorized ARB retailers throughout North America.

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ARB is Australia's largest manufacturer and distributor of 4x4 accessories. We also have an international presence, with an office in the US and an export network that extends through more than 80 countries around the globe. Our philosophy, however, has never wavered from its original course – quality, reliability, and practicality above all else.



The Ford Motor Company News Release regarding the collaboration with ARB 4x4 Accessories can be accessed via:

<https://media.ford.com/content/fordmedia/fna/us/en/news/2021/03/30/bronco-brand-teams-up-respected-4x4-companies.html>