



ASSET LAUNCH SUMMARY PACK

ARB'S 50TH ANNIVERSARY

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Campaign Overview

For five decades, ARB has been at the forefront of off road innovation; engineering premium 4WD accessories that have enabled countless adventures. What started as a vision in 1975 has grown into a globally recognised brand, built on a foundation of quality, passion, and unwavering customer focus. This milestone is not just a testament to our company's resilience and innovation but also a reflection of the dedication, talent, and passion of every individual who has been part of this journey.

Now, in our 50th year, we're not just looking back - we're driving forward. This milestone is an opportunity to celebrate our heritage, engage with our loyal community, and reinforce ARB's position.

This marketing summary outlines our exciting 50 Year campaign strategy, including in-store activations, digital engagement, community events, and brand storytelling; noting that these celebrations are as much about our customers as they are about ARB.

We invite you to get behind this campaign and help amplify this message through your channels.

50 years of adventure. 50 years of memories. 50 years of off road excellence. 50 years worth celebrating.

Fact Sheet

To	ARB Stores and Stockists
What	ARB x 50th Anniversary Assets
POS Available	<ul style="list-style-type: none">• Printed Assets• Digital Assets

ALL ASSESTS AVAILABLE ON DEALER DASHBOARD

If you don't have an account click [here](#) to register.

For any questions please contact the Global Marketing team

Email: marketing@arb.com.au Phone: +61 3 9761 6622

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All stores will have access to exciting POS to increase awareness of this celebration. This POS collateral will vary between flagship, classic and stockist stores. All collateral is being sent to stores and will also be available for download on Dealer Dashboard.

Some examples of the POS range includes:

Print



POSTERS



WOBBLER

Print (Retail)



CEILING BANNER

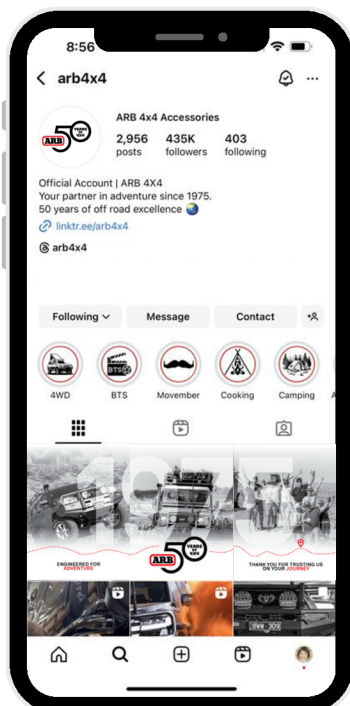


50-YEAR TIMELINE



Digital

A suite of social media assets (both static images and video format) will be available on Dealer Dashboard due to the longevity of the campaign and to avoid creative fatigue. Have fun with it!



LAUNCH SOCIAL TILES

Please note this is the first of many assets that will be provided to you throughout the year.



WEBSITE BANNER



FACEBOOK COVER



EMAIL SIGNATURE

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RETAIL SUPPORT PACK



Visual Merchandising

A separate Visual Merchandise Guide has been provided in a separate document, which was attached in the same email. It will be provided in line with all point-of-sale collateral arriving in-store.

The visual merchandising decor packs will vary between our flagship stores, classic stores and stockists. These packs will be delivered to each store. These will include an array of posters, banners, cut and slot timeline, wobblers and more.

All artwork is estimated to arrive in each store by end of March.

If you have any Visual Merchandise questions in regards to this campaign, please contact Alecia Tunks at atunks@arb.com.au.

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How will ARB and YOU get behind this campaign?

To further promote the launch of ARB's 50th Anniversary, there have been a series of digital, printed and other marketing support assets that have been created to help enhance awareness and generate excitement. All assets will be available for download on Dealer Dashboard.

Please note this is a year long, dynamic campaign where assets will be added throughout the year.

PRINT

A4 Posters



Posters will be available in A4, on Dealer Dashboard for stores to print if desired.

If you need other sizes, please reach out to marketing@arb.com.au and we will organise the artwork for you.

Print Ad



DOUBLE PAGE SPREAD

Print Ad artwork will be available for use and download focusing on 50 Years of ARB and giving thanks to our customers for joining us on this incredible journey.

If you require other spec sizes (Single Page etc.), please reach out to marketing@arb.com.au and we will organise the artwork for you.

4x4 Culture Magazine



*MOCK COVER ONLY

Throughout 2025 and early 2026, we will have 3 dedicated 50 Year 4x4 Culture Magazines.

These magazines will be structured to focus on:

- Issue 67: ARB History Part I - The people who forged ARB
- Issue 68: ARB History Part II - The gear that defined adventure
- Issue 69: ARB Today, The Road Ahead and how we celebrated in 2025 with a focus on the trips

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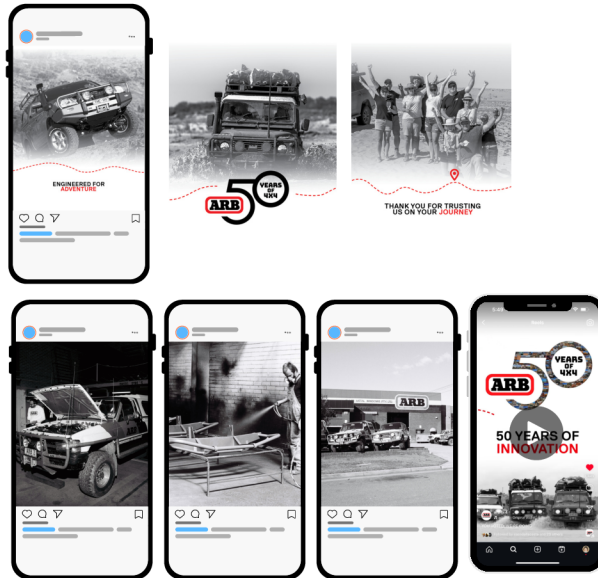
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How will ARB and YOU get behind this campaign? (cont.)

DIGITAL

Social Media Posts



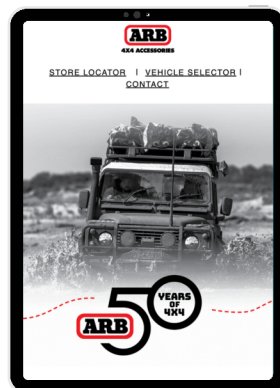
*SAMPLE SOCIAL POSTS

Ongoing social media updates and posts will feature 50-Year branding throughout the entire year.

Content will include educational posts, historical fun facts, anniversary trip highlights, decade vehicle builds, merchandise showcases, product insights, and more!

These assets will be developed throughout the year, so if you see something posted that you'd like to use on your own channels, feel free to reach out to Marketing and we will share it with you.

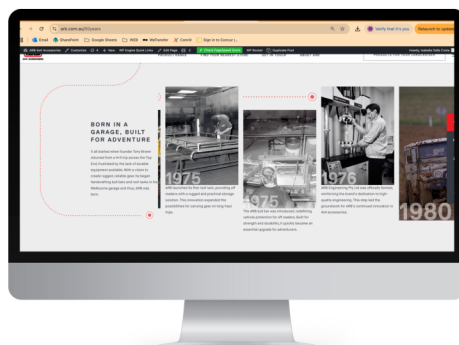
eDM



Multiple eDMs will be sent to ARB customers throughout the year to support the 50th anniversary campaign.

These emails will focus on product education, fun facts, and driving engagement with our YouTube channel, where customers can watch the anniversary trips - plus much more.

Website Page



We have created an entire website landing page dedicated to the 50 Year Anniversary.

This design is a complete interactive experience allowing viewers to scroll through a timeline explaining the history of ARB.

Visit www.arb.com.au/50years to see.

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How will ARB and YOU get behind this campaign? (cont.)

DIGITAL

Website Banner



A web banner will appear at arb.com.au to create awareness for this milestone.



We have provided two options on Dealer Dashboard for your own sites.

Email Signature



This artwork can be used on email correspondence as an easy way to create awareness of this milestone achievement.

Desktop Wallpaper



This artwork can be used on desktop computers to create awareness and conversation.

Facebook Cover Banner



ARB's Facebook banner will be changed throughout the year to a 50 Year creative to help draw more awareness to this milestone.

We have provided two options on Dealer Dashboard.

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How will ARB and YOU get behind this campaign? (cont.)

OTHER

Visual Merchandise Guide



A VM plan for each store will be provided in separate communications on this same email thread.

Each specific store (flagship, classic and stockists) has its own VM guide to follow with supporting POS collateral arriving in-store in line with this promotion.

National 4x4 Shows



*SHOW STAND EXAMPLE



The 50-year milestone will have a strong presence at all National 4x4 Shows across Australia.

Each display will vary depending on stand size, but the messaging and themes will remain consistent.

A specially wrapped 50th Anniversary LandCruiser 300 Series, chopped with a MITS Alloy tray and towing an Earth Camper, will feature at all shows in 2025.

50 Year Merchandise



*MERCHANDISE DESIGN STILL IN PRODUCTION

We will be launching a range of 50 Year bespoke merchandise, which will launch around mid-year.

Part numbers will be provided in a separate communication closer to release date.