



50 YEARS OF ADVENTURE BUILT TOGETHER

Half a century of innovation. Countless adventures.
One trusted name in 4x4.

Fifty years ago, in a small Melbourne garage, one man's vision sparked a revolution in off road exploration. From that first hand-built roof rack in 1975, to a globally trusted name in 4x4 adventure, ARB has grown alongside the adventurers.

For five decades, you've trusted us to be part of your toughest recoveries, most breathtaking destinations, and the memories made along the way.

ARB has always been about more than just products—it's about the people who use them. From the dusty tracks to the frozen trails, from rugged terrain to the most unforgiving landscapes and so many more adventures—our gear has travelled the world with you.

Your passion, your stories, and your trust have shaped ARB into what it is today.

Thank you for choosing ARB to be part of your journey. Here's to the next 50 years of pushing the limits together.

