

50-YEAR SOCIAL POST: BULL BARS



This is the second product post of many designed to support the 50-year campaign that is running throughout 2025. This is a social reel discussing ARB Bull Bars and how for nearly 50 years, they have been a game changer for 4WDers.

CONTENT



CAPTION DETAILS

In the landscape of off road protection, one product has stood tall since the beginning: the ARB Bull Bar.

From its origins in a Melbourne garage in 1975 to today's advanced, airbag-compatible, robot-welded designs, ARB has never stopped evolving. With over a million bull bars sold worldwide, each new release - from the iconic Summit Bar to the sleek Zenith Bar - has raised the bar for safety, integration, and strength.

The ARB Bull Bar isn't just a bar, it's a benchmark.

Explore our legacy at www.arb.com.au/50years