

ARB INTREPID ROOFTOP TENT

Compact in transit. Spacious in living.



PRODUCT LAUNCH
MARKETING ASSETS



4X4 ACCESSORIES

ARB INTREPID

ASSET SUMMARY PACK



Launch Overview

Completing ARB's premium rooftop tent line-up, we're excited to introduce a new slimline, clamshell-style solution to the market.

The ARB Intrepid Rooftop Tent delivers 36% more living space than traditional clamshells while remaining lightweight and low-profile for modern vehicles. Its proprietary bi-fold roof design redefines rooftop camping, creating a more versatile, elevated space that feels closer to a compact roof-based camper than a tent, offering flexibility to sleep either end, change comfortably or relax undercover in poor weather.

To support the launch, the ARB Marketing team has developed a suite of launch assets. Read below to see how you can get involved.

**The following assets are set to go live on 4th of March, 2026 at 6PM AEDT.
All assets will be available on Dealer Dashboard at 6PM AEDT.**

Fact Sheet

To	ARB Stores and Stockists
What	ARB Intrepid Rooftop Tent Launch
POS Available	<ul style="list-style-type: none">• Printed Assets• Digital Assets

ALL ASSETS AVAILABLE ON DEALER DASHBOARD

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

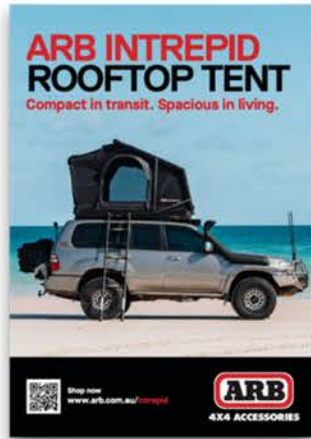
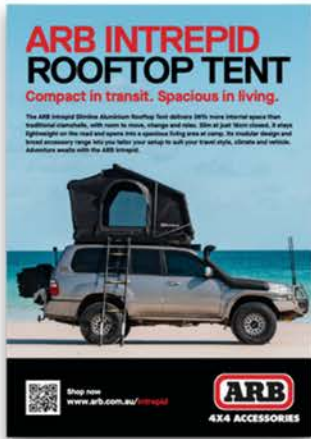
For any questions please contact the Global Marketing team
Email: marketing@arb.com.au Phone: +61 3 9761 6622

ARB INTREPID

ASSET SUMMARY PACK

Print

All stores will have access to product posters to print locally to support this new product in store. The ARB Intrepid Base Deck sign has been sent to all Flagship stores with the Easter print collateral. All artwork can be found on Dealer Dashboard for download.



POSTERS (A4, A3 & A1)



*Please note this Base Deck is only being sent to the Flagship Stores.
**Pull up banner version is available on Dealer Dashboard for Classic and Stockist stores to print locally.

Digital

A suite of ARB Intrepid digital assets will be available on Dealer Dashboard for download. We encourage you to post as well to enhance reach and awareness for this new product.



FACEBOOK BANNER



EMAIL SIGNATURE



WEB BANNER



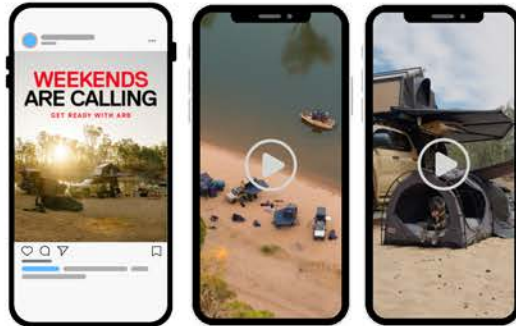
DESKTOP WALLPAPER

How will ARB and YOU get behind this product launch?

To further promote the launch of the ARB Intrepid, there have been a series of paid and owned channel supporting assets that have been created to specifically target and generate reach and awareness.

PAID MEDIA CHANNELS

Camping Campaign Paid Digital Media



There is a dedicated paid media buy supporting the current Camping campaign, driving traffic to ARB's Camping and Touring range.

As part of this activity, the ARB Intrepid will feature prominently to build reach and awareness, while generating purchase intent through the new e-commerce platform and directing customers to participating stores and stockists.

OWNED CHANNELS (PRINT)

Posters



Posters will be available in A4, A3 and A1 sizing on Dealer Dashboard for stores to print if desired.

There are two options, one that is calling out the product and one that deep dives more into the features and benefits.

Double Page Spread



A magazine/print ad artwork will be available on Dealer Dashboard, focusing on the ARB Intrepid and calling out the features and benefits.

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

Base Deck Sign / Pull Up Banner



A double sided Base Deck sign (ARB Intrepid on one side and Esperance 2 on the other side) has been sent to all flagship stores to have on display.

If you want this creative and are not a Flagship store, a Pull Up Banner will be available on Dealer Dashboard to be printed locally.

Visual Merchandise Display Guide



ARB Intrepid is available to order from 1301.

This VM Display Guide outlines how to correctly display your Intrepid tent if you choose to have one on display.

Please ensure you're referring to the correct guide for your store, either Flagship or Classic/Stockist.

OWNED CHANNELS (DIGITAL)

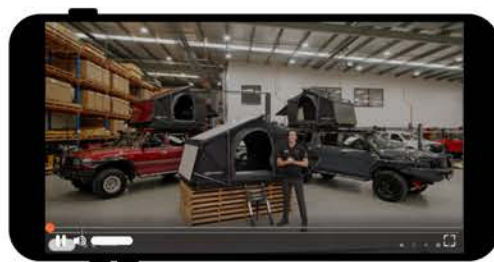
Social Media Posts



The ARB social media pages will be posting regularly over the next month surrounding the ARB Intrepid. This will be static and video assets to create awareness and interest surrounding this new tent.

Please note: We recommend sharing across your platforms with all assets available on Dealer Dashboard.

PTC Video

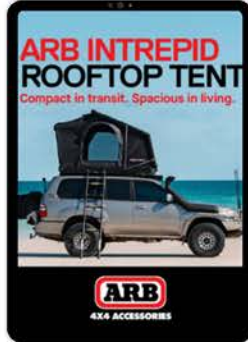


A piece-to-camera (PTC) video will be posted on our YouTube channel to educate customers around the ARB Intrepid. The video will highlight the key features and benefits of this new rooftop tent.

The video will be available to download on Dealer Dashboard.

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

Email Marketing (eDMs)



Supporting the launch of the ARB Intrepid, an eDM will be sent detailing and highlighting the key features of the ARB Intrepid Rooftop Tent.

The eDM's will direct customers to the ARB website.

Website Banner



A website banner will be available to be used on your own websites if desired.

Facebook Cover



ARB Intrepid Facebook banner will be available on Dealer Dashboard, we recommend changing your own Facebook cover as stock arrives.

Email Signature



This artwork can be used on email correspondence as an easy way to gain exposure for the ARB Intrepid.

Desktop Wallpaper



This artwork can be used on desktop computers to create awareness of this new product.

ARB INTREPID

SOCIAL MEDIA CALENDAR



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

SOCIAL MEDIA CALENDAR

This is the proposed two-week social media plan that ARB Head Office will follow to launch the ARB Intrepid Rooftop Tent. The content mix includes feature and benefit posts, lifestyle reels, and piece-to-camera (PTC) videos.

All assets will be uploaded to the Dealer Dashboard as they become available.

Note: further content will be posted throughout 2026 to keep this tent front of mind.

MARCH

	SUN	MON	TUES	WED	THUR	FRI	SAT
WEEK 1				INTREPID LAUNCH CAROUSEL 04/03	FEATURE & BENEFIT REEL 05/03	CAMPING LIFESTYLE REEL 06/03	
WEEK 2			PTC & LONGFORM VIDEO 10/03			LIFESTYLE REEL 13/03	

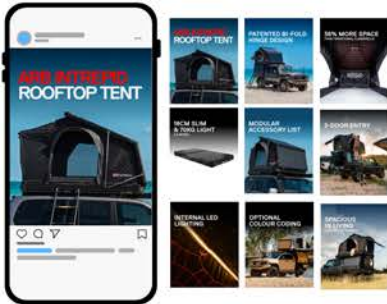
This will then be followed by the roll-out of the ARB Intrepid content on the current Camping Campaign.

WEEK 1

DETAILS

CAPTION DETAILS

INTREPID LAUNCH CAROUSEL (WEDNESDAY 4TH MARCH AT 6PM AEDT)



This is the hero launch post introducing the ARB Intrepid Rooftop Tent to market.

Delivered as a feature-led carousel, it will highlight the key features and benefits that set the product apart, building awareness and driving consideration from day one.

The objective is clear, generate excitement and encourage customers to shop in-store or online.

ARB will be posting on the 4th of March at 6:00pm AEDT. This must not be shared externally until 6PM AEDT or after the scheduled time.

Meet the ARB Intrepid Slimline Aluminium Rooftop Tent, engineered to maximise liveability without compromising your setup.

With 36% more internal space than traditional clamshells, Intrepid gives you the freedom to get changed with ease, sleep either end, or simply kick back in comfort no matter the weather. Yet when it's time to travel, it packs down to an ultra-slim 18cm profile and weighs just 70kg (2.0 model), keeping things lightweight, aerodynamic and ready for the next destination.

Built around a patented bi-fold hinge design and supported by a modular accessory list, Intrepid delivers customised camping solutions tailored to your travel style, climate and vehicle setup, so your camp works exactly the way you do.

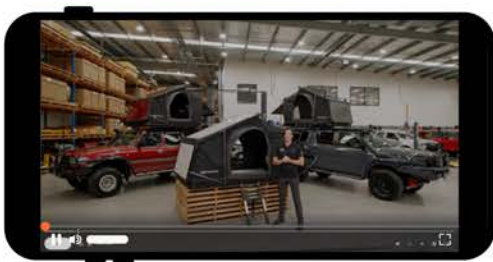
- ✓ Patented bi-fold hinge design
- ✓ 36% more space than traditional clamshells
- ✓ 18cm slim and 70kg light (2.0 model)
- ✓ Modular accessory list for customised camping solutions
- ✓ 3-door entry for versatile access
- ✓ Internal LED lighting
- ✓ Optional colour coding
- ✓ Smart internal storage

Available in 3 sizes to suit your touring needs.

Spacious in living, compact in transit.

Adventure, redefined. Head in store or online to learn more.

LONG FORM YOUTUBE VIDEO PTC (WEDNESDAY 4TH MARCH AT 6PM AEDT)



Title: ARB Intrepid Rooftop Tent!

Description: Introducing the all-new ARB Intrepid Rooftop Tent, built to take your camping experience further than ever before.

Designed with adventure in mind, the Intrepid delivers 36% more internal space than traditional clamshell rooftop tents, giving you more room to move, relax and unwind after a big day on the tracks. Whether you're heading off for a weekend escape or tackling extended touring, comfort and practicality have been at the core of its development.

Offered in three different sizes, the Intrepid is designed to suit a wide range of vehicles and travel styles. It also integrates seamlessly with a growing range of accessories, including roof racks, solar panels and the ability to colour match your setup to your vehicle. This means you can build a touring solution that's truly your own, without compromising capability, style or functionality.

From remote camps to coastal getaways, the Intrepid has been engineered to help you set up faster, travel further and wake up ready for whatever the next day brings.

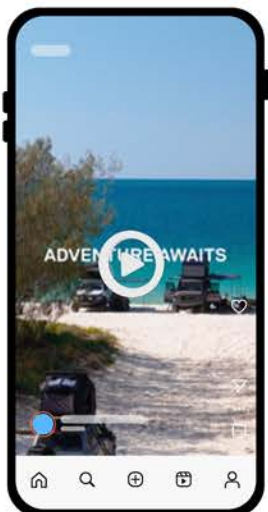
Level up your camping experience. Adventure awaits.

To learn more, head to the ARB website or visit your local ARB store.

Note: This content will live on ARB's YouTube channel as an extended piece-to-camera (PTC) video, providing a deeper dive for customers seeking more detailed information on the product.

We will be driving traffic to this YouTube video on Tuesday the 10th of March, 2026.

FEATURE & BENEFIT REEL (THURSDAY 5TH MARCH)



This reel's purpose is to bring the ARB Intrepid to life, seamlessly showing key features and benefits in motion.

It's designed to educate and inspire at the same time, reinforcing product credibility while showing the freedom and unforgettable locations ARB's products can unlock.

We will then encourage customers to shop in-store or online.

Big space. Smart design. Built for adventure.

The Intrepid Rooftop Tent features a bi-fold design, delivering 36% more living space compared to traditional clamshell tents. With a lightweight honeycomb aluminium shell, optional solar integration and colour coding to match your vehicle, it's made to go further.

Available in three sizes.

Shop now on our website or visit your local ARB Store.

CAMPING LIFESTYLE REEL (FRIDAY 6TH MARCH)



The purpose of this post is to position the ARB Intrepid as more than a rooftop tent, it's an enabler of adventure.

Through aspirational, lifestyle-led video footage set in breathtaking locations, the content will showcase the freedom, flexibility and spontaneity that Intrepid unlocks on the road.

We will then encourage customers to shop in-store or online.

Adventure Awaits.

Fast setup.
Premium comfort.
Built to handle wherever the track leads.

The all-new Intrepid Rooftop Tent.
Where will it take you?

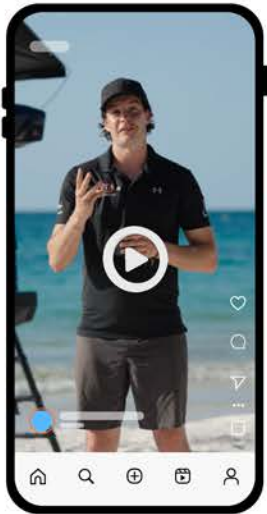
Shop now on our website or visit your local ARB Store.

WEEK 2

DETAILS

CAPTION DETAILS

PTC SHORT FORM (TUESDAY 10TH MARCH)



The purpose of this short PTC is to deliver a concise, informative overview of the ARB Intrepid, clearly articulating its standout features and key benefits.

Designed for social, this cut-down version will spark interest and answer the top-level questions, while driving viewers to the full-length YouTube video for a more comprehensive walkthrough and detailed insights.

Meet the all-new ARB Intrepid Rooftop Tent.

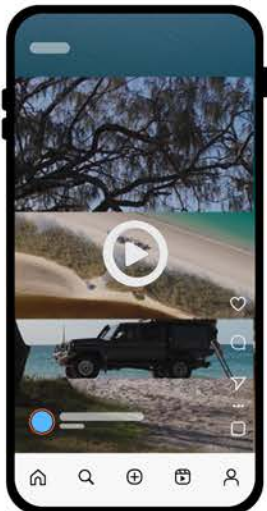
With 36% more space than traditional clamshell designs, it's built to give you more room to relax, sleep and enjoy the outdoors. Available in three different sizes and compatible with a wide range of accessories, from roof racks and solar panels to colour matching your vehicle, it's designed to suit the way you travel.

Level up your camping experience.

Adventure awaits.

Head to our website or visit ARB's YouTube Channel to learn more.

LIFESTYLE REEL (SATURDAY 14TH MARCH)



The purpose of this lifestyle reel is to keep the ARB Intrepid front of mind and build overall awareness.

Using adventure-led moments, this content keeps the product visible without calling out features.

It builds familiarity and connects Intrepid with freedom and travel, so when customers are ready to buy, it's the rooftop tent they think of first.

Pack less. Explore more.

From last-minute getaways to weekends off the grid, the best trips are the ones you don't overthink.

Adventure awaits.