

4X4 CULTURE

4x4 Adventure | Travel | Lifestyle

Issue 69



**Driven
by Legacy**

Anniversary Series - Part Three



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FIFTY YEARS, ONE STANDARD

Lachlan McCann
– 25 Year Employee
Chief Executive Officer

Fifty years gives you perspective.

It also gives you a healthy respect for how hard it is to build something that lasts. I've been around this business, half of a lifetime, long enough to see how it operates beyond the surface. Not from boardrooms or strategy sessions, but from time spent on factory floors, in workshops and around people who take genuine ownership of what they produce. You notice a lot in that environment. The way a product is handled before it leaves the building, the way problems are addressed directly and the expectation that if your name is on it, it has to be right.

Time spent walking through the factory reinforces that. Watching parts come together is one thing but it's the attitude behind it that stands out. There's no tolerance for shortcuts. No interest in doing something

halfway. That standard really stays with you. This mindset traces all the way back to the beginning. A driveway, a handful of tools and a determination to build gear that could handle the realities of the Australian outback. It never began with the goal of building a brand. It was about solving a problem properly, then doing it again, and again, until people started to rely on it.

This edition reflects how far that approach has taken us.

The final instalment of our 50-year history series, Part III, looks at the point where ARB stepped beyond Australia and into the global market. Our growth didn't come from chance, it came from recognising the limits of the local market and making deliberate decisions to push beyond it. The move into the United States in the late 1980s

was one of those moments. It forced the business to adapt quickly, to understand a completely different type of customer and to back a product that could stand on its own in a competitive environment.

That product was the Air Locker. Compact, exportable and engineered to a standard that spoke for itself. It opened doors that bulky, locally focused products couldn't. From there, the business expanded its footprint, building relationships, distribution networks and eventually a presence that now spans every major region in the world.

What becomes clear in this chapter of the story is that global growth is a series of decisions, each with its own level of risk. Entering new markets, establishing manufacturing in Thailand to access skilled labour (while maintaining control of quality)

and investing in partnerships like PRO-FORM in New Zealand all played a role. Each one required a willingness to step outside what was comfortable, while holding firm on the standards that defined the business in the first place.

That same thinking underpins how we operate today. Australia remains the proving ground. The conditions here are demanding enough to expose any weakness. At the same time, operating globally provides access to different environments, different vehicle uses and different expectations. That constant feedback loop continues to shape the way we design and build products.

Alongside the history, this issue also closes out our 50-year travel series. Mongolia, Europe, the Kimberley, the Simpson Desert, the Middle East and the United States. These

trips were specifically chosen because they represent the kind of terrain that tests both product and preparation. Long distances, unpredictable conditions and no margin for error. The same principles that applied in 1975 still apply in those environments now.

There's also a strong focus on where things are heading. Platforms like the Toyota HiLux and Super Duty highlight the increasing complexity of modern vehicles and the level of integration required to develop accessories that work seamlessly with them. At the same time, products like the Intrepid Rooftop Tent reflect how touring has evolved, with expectations around comfort, usability and design continuing to shift.

What hasn't changed is the role those products play. They exist to enable people to go further, stay longer and rely on their

vehicle in places where reliability matters. Reaching 50 years is significant. Not because of the number itself but because of what it represents. Consistency. Discipline. A refusal to compromise on quality, even when it would have been easier to do so. The environment we operate in will continue to change. The vehicles will continue to evolve. Customer expectations will keep rising.

The standard we hold ourselves to remains the same. Setting ourselves up for the next 50 years means continuing to invest in the people, products and capabilities that will allow us to keep meeting those expectations, no matter where the industry heads next.



ADVENTURE GOES GLOBAL

Words by Andrew Murray



FROM BACKYARD BUSINESS TO GLOBAL CORPORATION

Turning 50 is a milestone, a great time to reflect and look back at what you've achieved. What small decisions did you make that changed your life? Which unexpected events steered you in totally new directions? What moments changed you as a person?

ARB turned 50 last year and has had similar influences and experiences over its lifetime. It started in a Melbourne garage, then grew into a global corporation. So there are sure to be a few exciting moments along the way!

To acknowledge ARB's achievements to date, 4x4 Culture has travelled back in time. First, we met the people who built ARB from scratch. Then we examined that special handful of products that ultimately set ARB up as leader of the 4x4 accessories pack.

Now we'll venture across the sea, beyond Australia's coastline. We'll find out how ARB cracked one of the toughest markets in the world, laying the foundations for ARB to grow and prosper into a global business. And we'll look at two countries that support ARB manufacturing with their unique skills and know-how.



Click here to read about the people behind ARB.



What were the crucial products that set ARB up for long-term success? Click here to find out.





TWO MARKETS, MULTIPLE BENEFITS

Exports currently make up 40 percent of sales, growing year on year. ARB is a global business with stockists in every region around the world. Yet it's still run from head office in Kilsyth, Melbourne. Australia continues to be crucial to ARB's success, as it has been since the beginning.

DID YOU KNOW?

Head office is a busy place! It shares space with engineering and R&D facilities, a Flagship retail store, plus a factory. It produces air compressors, air lockers, bull bars and so on.

You can break down ARB's sales into two markets: local (Australia) and export. They complement each other by fostering design and innovation. Access to every region

across the world means we get exposure to the best ideas from around the globe. Some of those ideas become the next generation of 4x4 accessories. Australia is a vital cog in this process, not least because it's one of the toughest testing grounds on the planet.

Australia's tough environment places extreme demands on all 4x4 accessories. Think endless corrugations, extreme heat, tropical humidity, sand, mud, even sub-zero temperatures and snow. Gear that can handle these demands will survive pretty much anywhere.

Designing accessories for different markets is challenging. You need to factor in emissions regulations, safety standards, design rules and so on. Even different vehicle maintenance practices can throw a spanner in the works.

Overseas environments give us a wealth of knowledge in conditions we don't have in Australia. Places like Mongolia where owners fit BP-51 shocks because they last. But then they drive massive distances across deserts at high speeds on unmade tracks! Or the

USA where ARB Air Lockers reign supreme in extreme off road events like King of the Hammers. This event combines high-speed racing with rock crawling and is brutally tough.

Another factor is how other nations use their vehicles. While a HiLux carrying a two-tonne load might be commonplace in Thailand, that's not something you'll see here in Australia... at least, not on a freeway!

All this information funnels back into head office at Kilsyth. It's then used to fine-tune and continually improve both ARB accessories and their associated support systems. This never-ending loop of feedback is invaluable, both to our loyal Australian customers and to those around the world.

But to operate in these countries, ARB first needed to get a foot in the door. How? By getting out there and telling the world what ARB had to offer. The story starts way back in the 1980s.

CROSSING THE PACIFIC

ARB's first offshore venture was into the US. At the time, it was the world's biggest market with massive potential. Cracking the US market taught us a whole lot about operating successfully outside Australia.

It started with the ARB Air Locker and ARB's connection with Warn Winches. In the mid-80s, Roger Brown approached them about ARB becoming an Australian distributor. This marked the beginning of a long and successful relationship, which continues to this day.

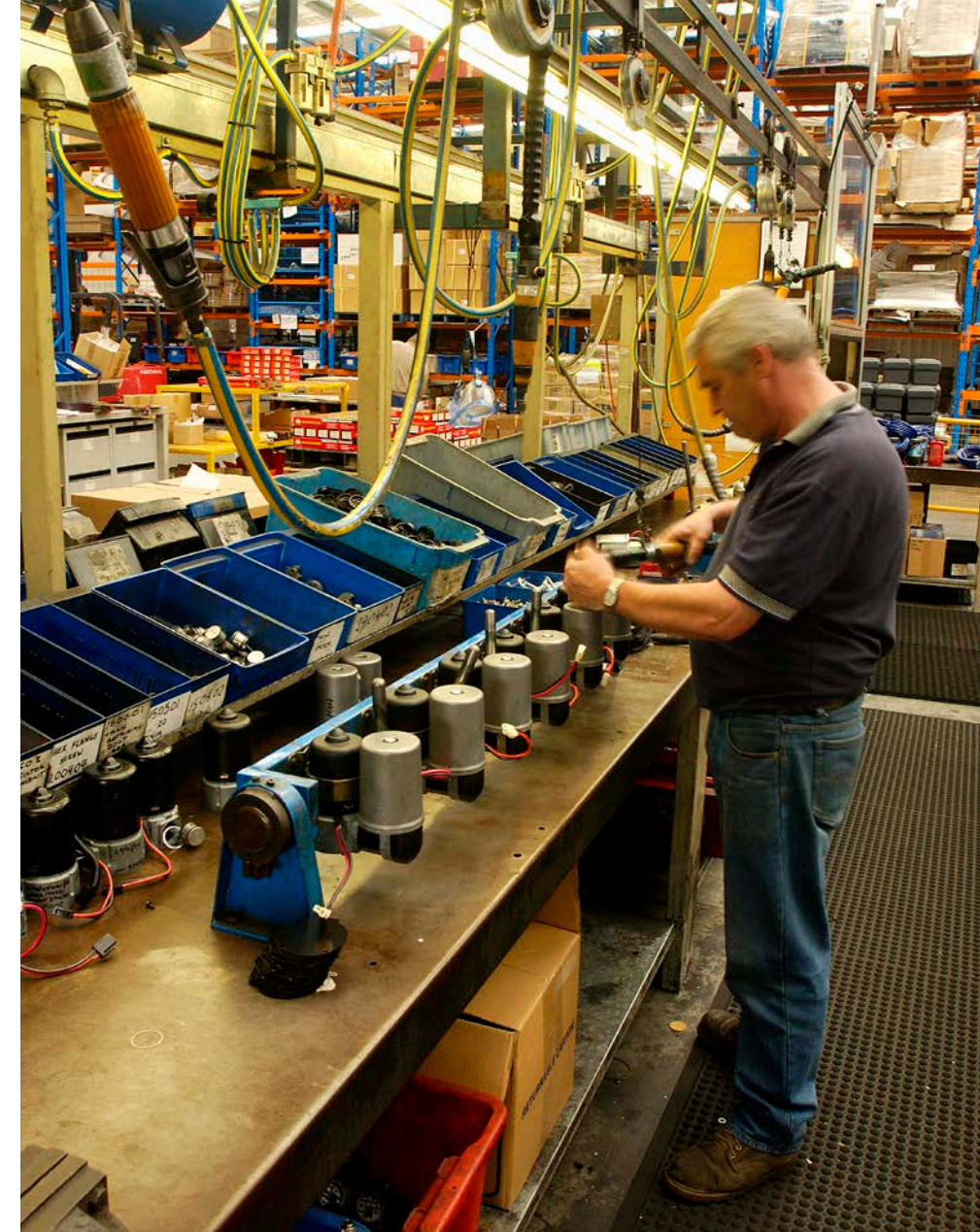
In 1987, Andy and Roger Brown knew they had to grow the business, so they needed more sales. But the Australian 4x4 accessories market was tiny compared to what it is now. The only way to sell more products was to start exporting.

One obvious market was the US. It was one of the few countries at the time using 4x4s for recreation... and the market was huge! Recreational off roading was already a big thing in the US, dominated by the rugged and basic Jeep brand.

But the US market was (and still is) a different beast to the Australian 4x4 scene. Australia had big distances between towns and a small population, with a whole lot of open space in between.

Aussies were beginning to discover recreational 4WDing. We'd load up 4WDs with gear and head off for an outback adventure, driving huge distances and camping along the way. Aussies needed bull bars, roof racks, driving lights... quality accessories suited to overlanding.

In contrast, the USA had ten times our population in a similar sized landmass. And they had a whole lot more terrain more suited to driving low-speed technical tracks. They'd drive out of town, do some rock crawling or steep fire trails, camp out overnight and then drive home.





The US market was more about making your 4x4 more capable on technical trails. They needed a big lift, wider wheel track, larger wheels, stronger diff housings, diff locks and so on. They didn't need bull bars or side rails because they don't have large marsupials with small brains who hop in random directions when threatened. And they didn't need roof racks because they weren't travelling for weeks at a time.

So Roger and Andy Brown had a problem. ARB was primarily making bulky items like bull bars and roof racks. They were too big to ship economically and besides, the US market didn't have much need for them.

ARB needed a high-value product small enough to ship. That product was the ARB Air Locker. We spoke about ARB Air Locker's history in the previous issue of 4x4 Culture, so we won't go into details here. But it's no exaggeration to say the ARB Air Locker is the most important product ARB has made so far.



[Click here to learn why the ARB Air Locker was such an important product.](#)

Back in 1987, Roger and Andy rented a stand at the massive SEMA Show in the USA to display the Air Locker (then called the Roberts Diff Lock). It attracted plenty of attention, being simple yet bulletproof. The next step? Get it in the hands of someone who could test it in real-world conditions.

Back then, a magazine called Four Wheeler was the magazine of choice for US off roaders. Roger and Andy approached Senior Editor Bruce Smith, offering an Air Locker for review. Bruce tested the Air Locker and absolutely raved about it, writing, "Goodbye, Detroit Lockers. Goodbye, Gleasons. Goodbye, limited-slips. You're being replaced by some pneumatic job from down under."

Warn Winches played a critical role in helping ARB get into the US market. Roger Brown looks back on the Warn/ARB relationship fondly. "They were wonderful people. I went to a Warn seminar up in Seattle with all their customers from all over the world. They actually gave me a room and invited all of their customers along to listen to me talk about Air Lockers. That was a pretty good deal...

"So it's a good relationship. Warn was very important to us establishing our international links." Warn went on to become worldwide distributors (except for Australia, Canada and the USA) for the Air Locker. The partnership gave ARB a foot in the door to export markets worldwide.

Americans loved the Air Locker. There was nothing quite like it on the market, it was simple, reliable and tough. Air Locker was and continues to be a superior product, in a class of its own.

And if you had an ARB Air Locker, you needed an air compressor. ARB started building their own, earning a reputation for reliability and durability. They were so successful that even now, export sales account for over 50% of ARB Air Compressor sales.

DID YOU KNOW?
ARB made those first compressors in house at the old Croydon factory. They're still proudly made in Australia nearly 40 years later.



EXPANDING ACROSS THE UNITED STATES

Roger and Andy finally had a foot in the door in the US and had a product easily shippable worldwide. They were on a roll.

The next logical step was to grow ARB's market share in the US. They met George Adler, the owner of 4WP. 4WP stocked a huge range of parts for 4x4s and had an established distribution network via retail stores and mail order sales. It was one of the major players in the US 4x4 accessories industry.

4WP continues to be a major player in the US, providing premium products from all the best brands including ARB. George started it

in 1973, supplying specialist parts for off road racing. Now 4WP supplies just about every part a 4x4 enthusiast could ever dream of via its retail outlets and online stores.

These days, George's son Greg is CEO and president. Greg describes his impressions of ARB accessories when he first started with 4WP. "ARB's Air Locker was by far the best quality... My dad was really impressed with Roger and Andy's Air Locker product and then other ARB products that followed."

Jump ahead 35 or so years and ARB part-owns 4WP now. This makes ARB the biggest bricks and mortar retailer of off road accessories in the United States. It's a far cry from 1987 when ARB's fortunes rested entirely on the success or otherwise of one product, the Air Locker.

In 1991, ARB opened a sales office and distribution centre in Seattle, under the name of Air Locker Inc. This gave the sales team a



base to work from on the north-west coast. They'd travel across the US, visiting any business related to off roading.

ARB kept growing and building its US footprint, earning a reputation for quality, reliability and durability... to the point where ARB-branded accessories now feature on the American Toyota Tacoma Trailhunter as original equipment.

ARB has a similar agreement with Ford Motor Corporation. A customer can specify factory-approved ARB accessories on the Ford Bronco and Next-Gen Ranger in the US. These exciting partnerships are an indicator of how entrenched ARB is in the US market.

BUILDING FOR THE FUTURE

With projects like these happening more often, it made sense to base a small design team in the US. They deal directly with the likes of Toyota US when these projects come up. It also minimises the time from a new vehicle launch until ARB accessories are ready to fit.

Scan the QR code to find out more about the Tacoma Trailhunter. (QR code opens Toyota article from Issue #63 of 4x4 Culture at Tacoma breakout box.)

It's important to note the US design team only work on projects strictly within the US. All other designs are still done in our Kilsyth head office in Melbourne, Australia.

The US 4x4 accessories market is massive and comprises many arms. People are into overlanding, hunting, fishing, rock crawling, trail driving, camping and so on. One area where the US lags Australia is in the adoption of ute trays and canopies.



TURNING UTES INTO WAGONS

In 2024, ARB bought a business called MITS Alloy that manufactures premium quality aluminium trays and canopies. They're known as one of the best in a highly competitive market.

MITS Alloy is in Newcastle in New South Wales, a city built on coal mining. They started out building trays and canopies for mine service vehicles. Coal mining is tough on equipment, a place where only the toughest gear survives. MITS gear proved itself, earning a well-deserved reputation for quality and durability.



MITS Alloy has a wide range of tray and canopy options for all utes, including the big American utes. Click here to find out more.

Somewhere out there is the first person to see a service body and think, "Hmmm, if I added a couple of shelves here and a fridge there, this would make an awesome touring set-up." Once service bodies appeared, people began converting them. MITS recognised this trend early, releasing a range of trays and canopies suited to work and play. The design evolved into a unique modular interior with the renowned MITS Alloy durability.

MITS is now a leading manufacturer and supplier of ute canopies in Australia. It has a hard-earned reputation for quality, strength and exceptional aftersales support.

They've been working hard to crack the US market. Right now, you'll find MITS Alloy Trays and Canopies in the USA earning their keep. They're on municipal work utes as well as fire and forestry department vehicles.



As MITS Alloy founder Tim Lightfoot says, "Australians are great at turning utes into wagons and wagons into utes." We think nothing of chopping a wagon to fit a tray. Or we buy utes then add canopies to effectively turn our ute into a wagon!

But Americans haven't yet discovered the benefits of a tray and canopy for recreational off roading. The market's still evolving. Pretty much the universal American set-up is dual cab with tub, even though it's not necessarily an ideal configuration. And there's a good reason for this.

A typical weekend trip involves towing a buggy to a trailhead with a big American ute, then using the buggy to drive the trail. Your typical American ute is the tow vehicle and doesn't venture off road. But as trails become busier, people are heading further off road.

So they need to be more self-contained and carry everything in their ute. A canopy is an obvious choice, especially for people like fishers and hunters. They love to find the most remote places away from other people.

While still in its infancy, this market has huge potential for growth. Trays and canopies are just one aspect of this growing niche in the US. Utes need to be more off road capable, which brings the whole range of ARB accessories into play.

While there's no doubt the US market is incredibly important to ARB, there's another country which features highly in the ARB export story... with a twist. And it's not far from Australia's east coast. In fact, it's just across the ditch!



THE QUIET ACHIEVERS

While New Zealand’s definitely an export market for ARB accessories, the real story is in the ARB products New Zealand exports around the world. Like most tales of ARB’s history, it all started with a conversation... this time, between Roger Brown and a couple of gentlemen at a SEMA Show.

Roger met Tony Smith and Ferris Townsend from PRO-FORM New Zealand at SEMA in the late 1990s. They produced thermoformed plastic components like ute bed liners for many of the world’s largest car manufacturers. So they had all the quality systems in place, ensuring product consistency and quality.

The timing was right. ARB was having issues with their existing canopies and was looking for alternatives. PRO-FORM came up with a solution, thermoform a shell from a sheet of ABS plastic. So they started making durable and high-quality ABS shells for shipping to Kilsyth. There, ARB fitted them out with windows and all other components.

Over time, the ARB/PRO-FORM relationship developed to the point where ARB now owns PRO-FORM. They make ARB canopies, SportLids, Sportguards and Bed Liners. PRO-FORM also sends over 500 shipping containers every year to the big names in car manufacturing all around the world.



New Zealand is a stunning country with a unique landscape. [Click here to see our feature on Aotearoa.](#)

Quiet achievers like PRO-FORM are crucial to ARB Corporation’s success. They’re a big part of why ARB has a worldwide reputation for premium quality 4x4 accessories.

With the recent official launch of ARB NZ, the PRO-FORM site in Hamilton has grown.

It’s now home to an ARB NZ Flagship store, ARB NZ distribution centre and Beaut Utes. PRO-FORM’s highly skilled people are experts in plastics and thermoforming processes. Their knowledge means ARB can provide high-quality back-of-ute products to customers all over the world.

Like New Zealand, Thailand also supports ARB’s manufacturing capabilities. And like the people at PRO-FORM, our workforce in Thailand developed their skills on the back of the car industry. So why does ARB manufacture in Thailand as well as Kilsyth? To answer this, we need to travel back in time to the turn of the new century.



GOING WHERE THE SKILLS ARE

In the early 2000s, two unstoppable forces affected ARB’s future direction. First up, a mining boom in Western Australia caused chronic skills shortages in the eastern states. The mines offered big money to skilled tradespeople, even flying them home regularly so they didn’t need to relocate.

At the same time, ARB had outgrown their manufacturing capacity in Kilsyth, Melbourne. It was time for a major expansion. But who would they employ? No company could afford to match mine wages to attract skilled workers. ARB faced a dire skills shortage.

The company was at a crossroads. Clearly, the only option was to go offshore. But it was a difficult decision... ARB was a proud Australian company and had always manufactured in Australia. Even worse, the management team had legitimate concerns about losing control of manufacturing.

As Andrew Brown explains, “When it comes to manufacturing, we’ve always liked to keep control of it. It’s very important to us. We

know how hard it is to maintain quality, and that’s when it’s under our own eyes and under our own control.

For every problem, there’s a solution and the management team came up with a great solution. ARB would fully own, control and run the new factory. It would have the ARB culture and commitment to quality in a state-of-the-art facility. It was still ARB, just ARB in another country.

After scouting the Asia-Pacific, long-time ARB employee John Van Eynden settled on Thailand. It ticked all the boxes, including having a highly skilled workforce. All the world’s major car manufacturers had factories there. So the people had the necessary skills and essential support infrastructure was nearby.

As Roger Brown recalls, “...I remember John saying he found guys who used to work for Kawasaki, who could weld around corners, do 360-degree welds. It was unique. We couldn’t get those sorts of people here, we’d lost the talent.”



Thai people are inspiring with their can-do attitude and positive outlook on life. [Learn more about the amazing people who make up ARB Thailand by clicking here.](#)

John set up the first Thai factory in 2005. That one state-of-the-art factory has since grown to four. They’re spotless inside, a showpiece of modern manufacturing. Further, environmental compliance codes are stricter than Australia’s regulations to ensure minimal impact on the environment.

ARB Thailand employees are highly skilled. They share the same training, company culture, safety standards and commitment to quality as the Kilsyth factory. As we said before, it’s still ARB, just ARB in another country.



Cleverly, ARB gives Thai managers the freedom to run each factory to best suit local cultural and business practices. ARB's Director of Manufacturing and Engineering Dennis Horton oversees all eight factories including Kilsyth. He provides guidance and consistency across the sites where needed. The outcome is consistently high quality standards no matter where an item's made.

ARB's four Thai factories are built in what's called the Eastern Economic Corridor. It's ground zero for massive car factories where most 4x4s are assembled... Ford, Mitsubishi, Toyota, Isuzu and BYD to name a few.

DID YOU KNOW?

The scale of car factories in Thailand's Eastern Economic Corridor is insane! Just one example is Chinese EV manufacturer Changan Automobile. They recently opened a factory designed to produce 100,000 EVs annually with capacity for 200,000 per annum.

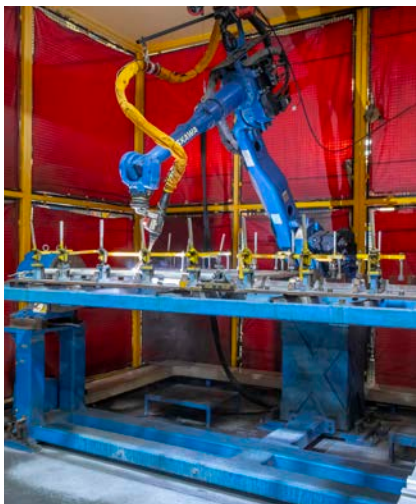
Operating alongside these companies gives ARB early access to new models depending on the vehicle brand. When a new model's released, customers want 4x4 accessories to be available. Early access enables ARB's

engineers to get a head start and minimise any delay.

A recent example is the new N90 HiLux. Through our partnership with Toyota Motor Asia, we have had early access to the new HiLux for several months. ARB's engineers were able to design new products in readiness for the HiLux launch in other countries including Australia.

Given ARB's presence in Thailand, you won't be surprised to learn there's a sales office in Thailand and a network of stockists in Thailand and surrounding countries.

The Thai venture has been a success story for both our customers and the business. It has given ARB access to a highly skilled workforce producing premium quality 4x4 accessories for markets worldwide.



OTHER MARKETS

With growth comes opportunity. Since its first foray into the USA nearly 40 years ago, ARB has ventured into other markets as opportunities arose. You'll find ARB stockists across Europe, South-East Asia, central and south Asia, the Middle East, Canada, Central and South America, and Africa.

Some regions have their own sales and distribution centres, depending on sales volumes. For example, the Middle East has been a strong export market for ARB since the late 1990s. So setting up shop in Dubai made a lot of sense.

ARB often partners with established businesses in other regions. This can lead to ARB buying some or all of the other business. A good example is Off Road Warehouse in the US, which we spoke about earlier.

Each country and region has unique challenges, usually best handled by the people who live and work there. That's a big reason why ARB-owned factories in Thailand are run by locals for example.

What works in one country might not succeed in another. While ARB is now a global business, it maintains the ability to be flexible and adapt to unique situations. This is a testament to the management team and indeed everyone who works at ARB.



AN EXCITING FUTURE

With ARB's 50th birthday party over, it's time to look ahead. What lies in the future for ARB, where to from here? No one can predict the future. But no matter what lies ahead, it'll be exciting. We're just getting started!

There's no doubt ARB will continue to develop and grow. To paraphrase ARB Director Andrew Brown, more than five years' worth of new product ideas are sitting in the pipeline at any one time.

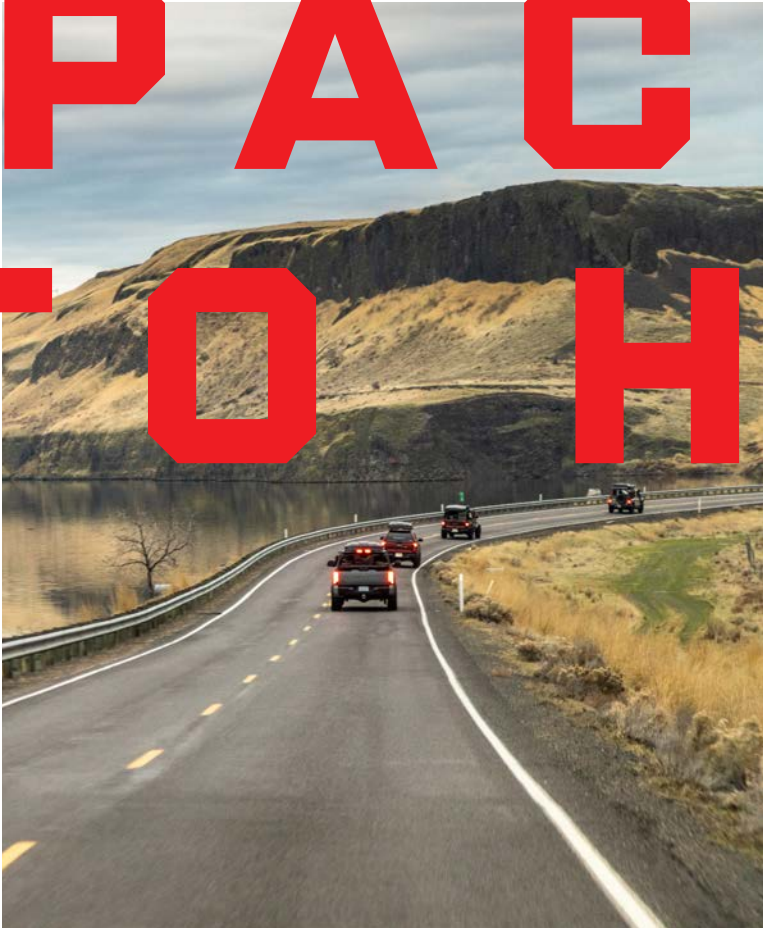
New ideas mean new markets, new customers, new opportunities to branch into areas where ARB's not a player yet. Export markets are vital for this growth, they provide scale. They enable the business to expand and keep releasing new products. That's a win for both our Australian customers and those overseas.

Whatever the future brings, one thing is certain. Australia will continue to feature front and centre in whatever ARB does. For this proudly Australian company, "Adventure awaits!"

PACIFIC PEAKS TO HIGH PLAINS

A TRANS-PACIFIC
TRIBUTE TO 50 YEARS

Words by Moea Theroux
Photography by Tim Sutton



There is a profound symmetry between Australia and the United States. Having spent my career with ARB in Melbourne before making Seattle my home, I've learned that while our accents differ, the spirit of our off road culture is identical. We both look at a map, find the empty spaces and feel an irresistible pull to go there.

For ARB, the United States isn't just an export market; it is a second home, a place where the rugged utility of the Australian outback meets the technical diversity of the American west. So celebrating ARB's 50th Anniversary required more than just a gathering; it demanded a journey that would test our heritage against the elements of my adopted backyard: the Pacific Northwest and the Northern Rockies.

Our mission was ambitious: trace a route from the rain-soaked forests of Washington, through the granite spires of Idaho and the dunes of the high desert, to the freezing plains of Montana and Wyoming. We assembled a fleet that bridged generations and a crew that represented the very best of this trans-Pacific partnership.



50
YEARS

RAIN, RIGS & REUNION

We departed ARB USA Headquarters in Auburn, Washington, under a quintessential Seattle sky: heavy, grey and weeping rain. But the mood inside the convoy was anything but dampened. We had brought together a "family" that spanned the industry. We had storytellers and legends like Fred Williams, Dave Chappelle and Harry Wagner, people who have shaped the American off road narrative. We had partners like Cris Corbett from Nitto and the Funk family from CAP-IT joining our own ARB team including Richard Ritter, Demetre Gvaramia and Josh Szabo.

The vehicle line-up was a rolling timeline of 4WD evolution. The new 2024 Toyota LandCruiser 250 and Toyota Tacoma stood shoulder to shoulder with a heritage Land Rover Discovery II and a Jeep Gladiator. The heavy haulers, a 2022 Tundra and

an imposing black F-150, brought full-size capability, while the INEOS Grenadier represented the new guard of utility. Anchoring us was the 2021 Ford Bronco, tasked with towing the ARB Earth Camper, a true test of Australian engineering on American switchbacks.

Leaving the urban sprawl, we crossed the Cascades and watched the landscape open up into the basalt canyons of eastern Washington. Our first pause at Palouse Falls, watching the water thunder 200 feet into the canyon bowl, felt significant. ARB was born from a need to protect vehicles in remote places; standing on the edge of Hells Canyon that night, setting up our rooftop tents along the Snake River, it was clear that mission resonates just as loudly here as it does in the Simpson Desert.



THE IDAHO CRUCIBLE

Day two was a study in elevation and technicality. We packed down efficiently, decades of product refinement making the morning routine seamless, and pushed south-east toward McCall. Our target: the No Business Lookout, sitting at nearly 7,000 feet.

Here, the trails tightened. The expansive American highways gave way to narrow forest corridors slick with mud and rock. This was the proving ground for the Earth Camper. Towing off road requires a trailer that tracks true and absorbs energy rather than transferring it to the tow vehicle. Watching the Bronco navigate the timber with the camper in tow was a validation of years of R&D.

As the terrain roughened, the Old Man Emu suspension systems came into their own. Whether it was the BP-51s on the Gladiator soaking up the washboards or the new MT64s stabilising the heavy 300 Series, the ride quality remained composed. It's that signature ARB characteristic, control without punishment, that translates so well to these long American trail days.

We camped dispersed in the Long Creek area, far from the amenities of established grounds. As dusk settled, the wildlife emerged. Spotting elk moving silently through the tree line required the piercing clarity of our Intensity Solis and IQ lights, turning the pitch-black forest into a safe, navigable path.



THE ALPINE WALL

Day three brought us to the jagged teeth of the Sawtooth Range. We lunched in Stanley, a town that feels like the gateway to the sky, before pointing our noses toward Boulder Basin.

The climb to 8,800 feet was a shift from touring to technical off roading. Loose rocks and shelf roads demanded focus. We cleared downed timber from the trail, a quick job for the chainsaws and a reminder that in the backcountry, you are your own first responder. But as we climbed, the weather turned. Rain became sleet and sleet became snow.

Above 8,000 feet, the tracks vanished under a blanket of white. Traction became a gamble. Leading a convoy, particularly with a trailer, requires strategic decision-making. The snow depth eventually dictated a turnaround. It wasn't a defeat; it was a demonstration of the respect we hold for these environments. We retreated to a lower elevation camp where the mercury plunged. This was the ultimate test for our ZERO Fridges (not keeping food cold but preventing it from freezing solid in the ambient sub-zero temperatures) and for the insulation of our rooftop tents.

USA



DUNES & DEEP FREEZE

If the mountains were about precision, the St Anthony Sand Dunes in Idaho were about momentum. We transitioned from snow to deep, soft sand in a matter of hours.

Using our LINX systems to drop tyre pressures rapidly, we hit the dunes. The modern IFS trucks revelled in the high-speed runs, but the soft sand is an equaliser. The heritage Discovery II found itself high-centred on a crest, belly deep. It was a textbook recovery scenario, executed perfectly with ARB soft shackles and snatch straps. No drama, just physics and good gear.

Before hitting the highway for Montana, we aired up. The speed of the new brushless air compressors was a standout, reinflating 37-inch tyres in minutes and getting us back on the road while other groups were still waiting on their pumps.

That night near Big Sky, Montana, the temperature dropped to 15°F (-9°C). We woke to a world crystallised in frost. Tents were stiff, water bottles were solid, but inside the Earth Camper was dry and insulated. It was a stark reminder of why we engineer our product for extremes, not just for fair-weather camping.

Celebrating 50 Years: USA

A LEGACY CONTINUED

Our final push took us into the crown jewel of American conservation: Yellowstone National Park. Driving past herds of bison, their breath steaming in the cold air, and stopping at the geothermal terraces of Mammoth Hot Springs, the scale of this landscape felt overwhelming.

We ended our journey at the XO Ranch, a symbolic gathering point for the overlanding community. Looking at the vehicles, mud-splattered, salt-stained and wearing the dust of three states, I felt a profound sense of pride. Not just in the gear, which performed flawlessly from the mud of Washington to the snow of Wyoming, but in the community it builds.

Fifty years ago, ARB started in a garage in Melbourne. Today, we are crossing continents, connecting cultures and enabling adventures in the most beautiful places on earth. As we washed the Montana mud off the trucks, it was clear that while our roots are Australian, our spirit is truly global.

Here's to the next 50 years of exploring the unknown, together.



Click here to explore the full 50 Year Trip series, including videos and stories from every leg of the journey.

MY 26 TOYOTA HILUX

BUILDING
ON A
PROVEN
PEDIGREE

Words By Andrew Murray



The Toyota HiLux is a survivor, fighting off a long list of contenders since first landing on Australia's shores in 1968. HiLux is consistently at or near the top of Australian sales charts and success like that happens for a reason.

Quite simply, HiLux has a proven pedigree. Travel out beyond the cities into the outback and you'll enter a realm dominated by Toyotas. Why? Because they outlast the rest. The HiLux slots in perfectly as a dependable ute with a comfortable and functional cab. Mine sites, construction sites, farms and country towns are its natural habitat.

When the dual-cab ute became Australians' vehicle of choice, HiLux led the way. Toyota kept improving and refining the HiLux to meet market needs. And the HiLux range expanded to satisfy demand. Today, the range spans all the way from base model 2WD single-cab work utes to family tourers.

In typical Toyota fashion, any changes are measured and well-conceived. They know the HiLux has a specific role in the market. It's the go-to vehicle for people who need Toyota reliability and dependability. Or as the advertising slogan says, "Don't send a ute to do a HiLux job!"

Toyota updates and evolves the HiLux slowly and carefully. Trends come and go but Toyota always resists the urge to follow the pack. They have a quiet confidence in their vehicles and know what HiLux owners want... quality, reliability, dependability. This patient and self-assured approach has enabled HiLux to build on its own success.

MY26 HiLux continues the tradition. Dubbed the N90, this new model is the ninth generation of a long and successful heritage. HiLux has rightfully earned a reputation for quality, reliability and durability in the toughest conditions around the world. HiLux N90 builds on this reputation with Toyota's typically measured approach.



BUILDING ON A PROVEN PEDIGREE



Thailand prototype build shown. Availability of featured accessories may vary between markets, including Australia.



ARB ACCESSORIES READY AT LAUNCH

The first 4WD HiLux appeared in 1978, just three years after ARB began. HiLux and ARB have grown up together, with both companies driven by a common goal of providing high-quality products. In fact, there's no better example of the close relationship between Toyota and ARB than the recent launch of the N90 HiLux in Thailand.

DID YOU KNOW?

ARB's first complete fitout kit was for the 1978 HiLux. It included a bull bar, side rails and steps, canopy and rack, driving lights and suspension kit.

Toyota Motor Asia (TMA) wanted ARB to kit out a new HiLux in time for its global product launch in November 2025. The schedule was incredibly tight. As ARB's General Manager of Products Cameron Smith explains, "We were given early access in Thailand for all of October under embargo. We went from nothing to a show car in 30 days."

As you can see, the results are amazing. Such a quick turnaround is only possible due to close cooperation between ARB and Toyota... and a lot of late nights! Cameron Smith again: "We were asked by Toyota Motor Asia to do the build. That's a real testament to our involvement with HiLux and Toyota. The relationship is such that Toyota can openly say to us that sometimes our vehicles look better when you fit your accessories to our vehicle.

"Because the car is manufactured in Thailand, we sent our people to the car. We sent people to where the car was." A team of ARB engineers worked night and day to have the HiLux ready for the TMA launch.

Sometimes ARB sends people to where the car is, other times we import a similar vehicle and get a head start before local release. Either way, we can supply accessories for your new pride and joy sooner. The 70 Series LandCruiser is a case in point.

When the new 70 Series first appeared, finding one was all but impossible. COVID had crippled worldwide supply chains. One eventually showed up in a workshop in Gibraltar of all places. So ARB's Engineering Manager of Fabrication John Stubbe flew over and 3D scanned the front end.

Want to know more about the 70 Series LandCruiser story? [Click here.](#)

This gave the ARB engineering team a big head start on designing frontal protection for the new 70 Series, several months before it was due for release in Australia.

The new Prado was a similar story. Except this time, ARB imported a complete vehicle from the US. Although slightly different to the models released in Australia, the imported

Prado allowed ARB engineers in Melbourne to be ready with designs. It also enabled the production team to be ready with production capacity. Then once the Prado launched, it was a matter of checking measurements and pressing the go button on production.



[Click here for the full story on how and why ARB imported a complete LandCruiser 250 from the USA.](#)

Cameron Smith adds, "Speed to market is critical for products relating to new vehicle platforms. Both our retail and fleet customers rely on ARB to have product available as close as possible to vehicle launch timing.

Products that provide protection, improve capability and enable customers to configure vehicles for their specific purpose are often considered must-haves rather than nice-to-haves.

For this reason, ARB aims to complete as much development work as possible prior to vehicle launch so that once the local vehicle becomes available, the focus is on validation and final refinement rather than starting from scratch."

[CLICK HERE TO SHOP THIS GEAR](#)





Toyota HiLux

ARB ACCESSORIES FOR THE MY26 HILUX

MY26 HiLux gets the first of the new-style Ascent and Classic Canopies. These upgrades will be progressively rolled across to other makes and models. Let's have a closer look at the changes.

CANOPIES, TRAYS & LIDS

ARB Tub Canopies

ARB has done a major upgrade of the Ascent and Classic range of canopies. We'll briefly look at three major changes.

The first is styling. The Ascent Canopy now features sharper lines to better reflect current vehicle styling. It also sits slightly lower for a smooth transition between cab and canopy roofs.

The Classic MKII has gone through a major redevelopment. As a result, it now looks like part of the body rather than a separate canopy. A new slam-action rear door complete the styling upgrade.

The second centres around the new roof load integration system. By lowering the canopy roofline and introducing a standard load-plane height, ARB has aligned canopy-mounted roof systems with the cabin roof setup. The result is a cleaner, more integrated platform that allows longer loads to span across the vehicle while also opening up multiple Base Rack and crossbar configurations depending on how the vehicle is used.

The final major update happens inside the canopy. New MOLLE-style internal frames and integrated T-slot mounting systems create far more usable storage and accessory space than before. From switches and air chucks through to power management systems and everyday touring gear, the updated setup is designed to make organising and expanding a canopy fit-out far easier.

For more information on ARB's upgraded canopy lineup check out page 88.



MIT'S Alloy Trays & Canopies

A MIT'S Alloy Tray and Canopy package is a proven winner for your HiLux. Finish inside and out is second to none. This high-quality alloy combo is one of the toughest around, with legendary strength and durability. Their modular design means you can choose exactly how you want to set up the interior. And, yes, they look great, too!

The entire range is modular. So you get to choose tray only or tray and canopy package, a package suited to single, extra or dual cabs, canopy length from 1 metre up to full length, internal fitout ranging from empty canopy to full touring set-up.

Then add accessories including ladder, solar panels, dog box, spare wheel carriers, jerry can holder and roof rack. Specify what you need and customise your MIT'S Alloy Tray and/or Canopy package to suit.

HardLid

ARB HardLid turns your tub into a secure storage compartment, with the ability to add gear over the top of the tub. A three-millimetre powder-coated aluminium tread-plate top hides a sturdy frame underneath. The lockable HardLid hinges from the front, lifting up and away from the cab.

Optional T-slot rails allow the HardLid to be configured with cross bars, a BASE Rack, awnings or rooftop tents depending on how the vehicle is used. With up to 150kg of dynamic load carrying capacity, the system is designed to handle everything from touring setups through to work-focused loads while keeping weight low and close to the tub.

Need more carrying capacity? Add a BASE Rack to transport recovery gear, spare wheels or long items, or mount a rooftop tent above the tub while still retaining usable tray space below.

Bull Bars are a great example of this approach. As Cameron Smith explains, "When we received our first HiLux at ARB Kilsyth, we already had prototype bars ready to fit and adjust to suit local vehicle variances, of which there are often several.

In Australia alone, for example, there are 16 HiLux variants across multiple body styles, trim levels and powertrains."

Having early access to vehicles, engineering teams on the ground in Kilsyth and manufacturing located at the same site gives ARB the best possible opportunity to bring products to market quickly.

DID YOU KNOW?

The "SR5" name first appeared on a 1973 Corolla coupe. Corollas at the time had either four-speed manual or three-speed auto gearboxes. The SR5 had a sporty interior trim and a five-speed manual. Hence the name Sports Rally 5 Speed or SR5.

In the intervening years, SR5 has come to represent higher-spec models with a better ride and higher trim levels than the SR. The new HiLux is a great example of this approach. Toyota gave ARB access to a Thai HiLux, so ARB engineers had designs ready and waiting for the HiLux launch in Australia. The outcome was accessories being available almost immediately after launch.

Now let's get down to details. What's available for the new N90 HiLux?



For full details on what's available, click here.





Toyota HiLux

OTHER PROTECTION

Side Rails & Steps

All-new side rails and steps complement the lines of the new HiLux. Each side rail is made from the same 60.3-millimetre tubing as a Summit MKII hoop, continuing through to the side steps.

The N90's side steps have an improved mounting system, using existing captive fasteners in the chassis under the door sills. An anodised aluminium deck completes the look.

Colour-code side rails and steps to your ute if you so desire and specify side steps with or without side rails.

Side rails and steps will be available for the Commercial Bar when it becomes available.

Front Recovery Points

ARB Recovery Points for MY26 HiLux are a brand new design, forged for maximum strength. A large chamfer around the edge of the slot protects soft shackles, while enabling a D-shackle to rotate as needed.

Each Recovery Point is rated at eight tonnes at an angle up to maximum wheel lock. They're designed for recoveries from just one point, greatly simplifying recoveries.

ARB Recovery Points are compatible with factory bash plates, ARB Under Vehicle Protection (UVP) and ARB Under Vehicle Armour (UVA).

Under Vehicle Protection

ARB's Under Vehicle Protection (UVP) protects all those vulnerable bits hanging under your ute... steering, engine sump, transmission and so on. Laser cut from three-millimetre mild steel, the panels are pressed and folded to fit perfectly.

The plates are zinc plated then finished with a textured powder coating. Details like recessed pockets to protect bolt heads from damage make ARB UVP the obvious choice for under-vehicle protection. Available now.

BULL BARS

Summit MKII Bar

ARB engineers had to redesign the Summit MKII Bar to suit the high-mounted headlights. It sits slightly higher compared to previous models to avoid obstructing the headlights. But the Summit MKII bar retains its familiar look with multi-folded front apron, swept-back tapered wings and its signature grille/light cluster running across the front.

Exposed welds and a matte black powder coating give the bar a rugged look. If you like, match the bull bar to the vehicle with our colour-coding option.

Toyota's safety devices fit straight into the bull bar, ensuring full compatibility. A low-mount winch tucks in neatly behind a hinged number plate. And when you need an ARB JACK or Hi-Lift Jack, two jacking points will get you out of trouble.

Commercial Bar

The ARB Commercial Bar is being redesigned and will be available soon. It'll be fully compatible with all Toyota safety systems, with provision to fit a low-mount winch and/or optional fog lights. You also get two antenna mounts, jacking points for an ARB JACK or Hi-Lift Jack, and mounting holes for driving lights.

SpartanBar

An ARB SpartanBar is available now for the MY26 HiLux. This lightweight yet strong bar is made from UV-stable LLDPE (linear low-density polyethylene) and is hollow inside. LLDPE has a memory, returning to its original shape after impact. The hollow construction further helps to absorb any impacts.

SpartanBar can take a low-mount Warn, Smittybilt or Bushranger winch, driving lights, antennas and fog lights. You can even choose to get removable high-lift jack points when fitted with a winch. This lightweight yet strong bar is a great option if you're looking to save weight.

Zenith Bar

ARB's Zenith Bar is a head-turner, giving your new HiLux an aggressive stance. It's functional and stylish, hugging closely to the front of your HiLux.

Zenith Bar comes with a few surprises... improved approach angle, provision for a low-mount winch, integrated recovery points, integrated bash plate, provision for NACHO Quatro four-inch driving lights and optional fog lights. It's also fully compatible with all safety systems.

The Zenith Bar combines modern styling with practical accessory mounting and vehicle integration, offering a low-profile alternative to a traditional bull bar. Available soon.

LEADING PROTECTION





BUILDING ON A PROVEN PEDIGREE

SUSPENSION

OME Suspension Upgrade Kits

MY26 HiLux can be fitted with the full range of Old Man Emu shocks, Nitrocharger Plus, MT64 and BP-51. Each kit includes a complete upgrade package including shock absorbers, springs, upper control arms, bushings and so on.

Choose from multiple kits, depending on how you'll be using the ute. There's a kit to suit no matter what the application.

Each of the three shocks performs best in different situations. Nitrocharger Plus is a no-nonsense shock kit that'll keep doing the job for many years.

MT64s provide the set-and-forget benefits of the Nitrocharger Plus, with a level of comfort and plush ride unlike any other.

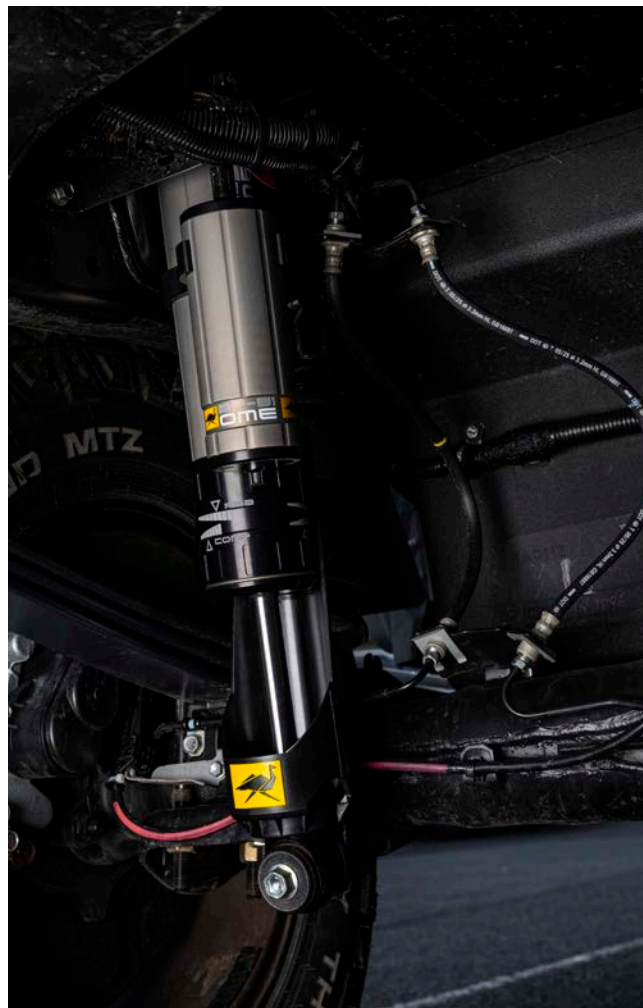
The huge 64-millimetre diameter monotube, means virtually no chance of fade due to heat build-up.

BP-51 is for those of you who love complete control over how your HiLux handles under every condition, and they're super quick to adjust. A revolutionary internal bypass system and remote reservoir make these shocks the ultimate in suspension control.

Have a talk to your nearest ARB about the best combination for your new HiLux.

DID YOU KNOW?

OME shocks go through a rigorous validation process whenever a new model's released. ARB's suspension engineers retuned MT64 shocks for the N90 HiLux because they weren't happy with the ride. It's this attention to detail that sets ARB apart from the rest.



GVM UPGRADES & PARABOLIC SPRINGS

Now available for the MY26 Hilux, ARB's latest Old Man Emu GVM upgrade package increases legal payload capacity to 3650kg while improving ride control under load. Developed to work as a complete matched system, the upgrade combines engineered compliance with suspension tuned specifically for touring, towing and accessory-equipped vehicles.

Also joining the lineup are new rear parabolic spring options with integrated airbag assist. Designed for vehicles that see changing loads from trip to trip, the setup delivers a smoother unladen ride while still providing the support needed for towing, touring and fully loaded canopy builds.

Air Lockers

MY26 HiLux has a rear electric diff lock and an open front diff. Replace the rear with an ARB Air Locker, renowned worldwide as the most reliable and durable diff lock available. An Air Locker gives you complete control over when and how you use the diff lock, without intervention from the vehicle's electronics.

Front and rear Air Lockers are available now.

Frontier Long Range Fuel Tank

ARB Frontier Long Range Fuel Tanks are essential when travelling big distances. Have the security of knowing there's plenty of fuel in the tank, a reassuring feeling when you're a long way from a diesel bowser.

The Frontier Tank holds 140 litres, replacing HiLux's standard 80-litre tank. This super-strong polymer tank is made from one piece, has at least seven-millimetre thick walls and is highly resistant to impacts. It flexes and twists, allowing the chassis to move as needed. This eliminates any additional stresses being transmitted into the chassis or the tank.

BASE Racks

Choose exactly the right ARB BASE Rack for your new HiLux from our wide range. Custom mounts minimise weight while maximising strength and carrying capacity, keeping the rack close to the roof.



A BASE Rack's the ideal platform to mount solar panels and awnings, carry recovery boards and a shovel, store your swags and any other bulky items, and fit a light bar or a row of NACHO lights. Use the unique dovetail system to quickly install new accessory brackets or to move them as needed. Run wiring through ready-made hollow sections, concealed to protect it from damage. ARB has wiring kits, awning brackets, light bar brackets, shovel holders, recovery board pins and so on to suit your BASE Rack.

Safari Snorkels

A Safari Snorkel protects your expensive engine from sucking in a lungful of water during those deep creek crossings. It also greatly reduces the dust load on your air filter. Whichever way you look at it, a Safari Snorkel is essential for when you head off road.

Available now from your nearest ARB store.

ARB Tub Mounted Water Tank

ARB's Tub Mounted Water Tank is designed specifically for the Hilux, using the space between the tub bulkhead and ARB Outback Drawer Systems to deliver a clean, integrated 53L water storage solution without compromising usable cargo space.

Built in Australia from UV-stabilised, food-grade polyethylene, the system features an integrated control panel with pump operation, flow control and fill access all positioned at the tailgate for easy everyday use. Compatible with showers, cleaning equipment and camp kitchen setups, it's a practical addition for touring vehicles that spend serious time away from civilisation.

Other Products

Choose from a vast range of other ARB accessories for your new N90 HiLux build. Accessories include the brand new ARB Brushless Air Compressor range, LED round driving lights and light bars, complete recovery kits, drawer systems including ARB Slide Kitchens, cargo bags and organisers, dual battery systems, rooftop tents and camping equipment.

No matter what fitout you decide on, we have a complete solution available. Talk to your ARB dealer about what you have in mind. They'll come up with ideas to make a good build great!



CORRUGATIONS & CROCODILES

Words by Andrew Woolfe
Photography by Offroad Images

If the Simpson Desert is the spiritual heart of Australian 4WDing, then the Kimberley is its boxing ring. This is a landscape of violent beauty, where ancient escarpments tear through the red dirt and the roads are legendary, not for their length but for their ability to disassemble vehicles bolt by bolt.

For the final Australian chapter of ARB's 50th Anniversary, we headed to Western Australia. Our goal was the Gibb River Road. We weren't just here to take photos; we were here to validate 50 years of product development against the relentless, bone-jarring reality of the world's worst corrugations.

The crew for this leg was a heavy-hitting mix of engineering and experience.

We had James Luke, ARB's Group Engineering Manager, keeping a forensic eye on the gear. We had state leadership with Darren Hayes (WA State Manager) and generational store owners like Gary and Brock Buckingham from ARB Cockburn, a father and son team that embodies the family business ethos of our network.

We were also joined by Tim Lightfoot, GM of MITS Alloy, and a man who knows a thing or two about going fast in the dirt: off road racing champion, Toby Price. Watching Toby swap his race truck for a touring HiLux was a reminder that whether you're doing 200 kilometres per hour or 20, the love for the dirt is the same.



THE GIBB RIVER ROAD TORTURE TEST

TROPICAL HEAT TO RED DUST

We staged in Broome, the pearling capital, where the turquoise ocean meets the red pindan. After a sunset on Cable Beach (mandatory!) and a nod to the history of pioneers like Malcolm Douglas, we pointed our grilles east.

As we hit the gravel, the tyre pressures were dropped. This is rule number one of the Gibb. The corrugations here aren't just bumps but a frequency vibration that hunts for weaknesses. We were running a mixed fleet: the flagship 300 Series, the Ranger Raptor and a fully kitted Next-Gen

Ford Ranger sporting the Summit Sahara MKII Bar and Intensity IQ Lights.

Our first taste of the station life was Mount Hart. Crossing the river into the homestead, we washed the dust off the wheels and settled in. We were privileged to be welcomed with a smoking ceremony by the traditional owners. Standing in the smoke, listening to the stories of the land, you realise that 4WDing is about more than the car; it's about the access it grants to culture and history.



THE VIBRATING ANVIL

Moving deeper into the Gibb, toward Bell Gorge and Mount Barnett, the road began to bite. We saw it on the roadside, trailers with snapped axles, roof racks rattled loose on tourist vehicles, it was a graveyard of under-prepared gear.

This is where Old Man Emu earns its keep. The BP-51 bypass shocks were working overtime. You could feel the suspension cycling, absorbing the high-speed chatter that destroys lesser components. Inside the cars, we were comfortable; underneath, the steel was taking a beating.

We cooled off in Manning Gorge, floating our gear across in tubs to reach the waterfalls. It's the paradox of the Kimberley: punishing heat and dust followed by pristine, crystal-clear swimming holes.



INTO THE NEVER NEVER

The highlight for many of us was the access to the Yumbi Track near Home Valley Station, guided by traditional owner Patrick. This wasn't the graded gravel of the Gibb; this was raw, rocky, technical 4WDing. We climbed severe rock step-ups and navigated boulder fields that required spotters and steady nerves.

It was here that the fatigue of the corrugations started to show. We discovered snapped wheel studs on one of the vehicles at camp. It wasn't a driving error, just sheer metal fatigue from thousands of kilometres of vibration. But this is why we travel as a convoy. In the dirt, jacks went up, tools came out and field repairs were made. It was a masterclass in bush mechanics, a reminder that carrying spares (studs, nuts, seals) isn't paranoia, it's professionalism.



THE EARTH CAMPER'S EXAM

I have to give a special mention to the ARB Earth Camper. Towing a trailer down the Gibb is usually a recipe for disaster. We've all seen caravans with their furniture shaken into a pile of woodchips. But the Earth Camper's suspension (an engineered trailing arm design with long-travel coil overs) was phenomenal. It didn't just survive; it thrived. The new exoskeleton structure took the hits from the scrub and the REDARC RS3 system kept the power flowing despite the constant shaking.

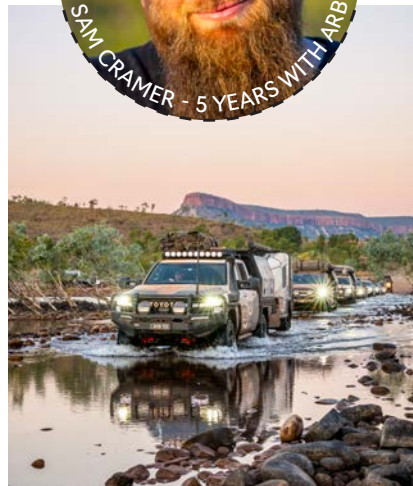




GORGES & GRIT

We pushed on to El Questro, hiking into Emma Gorge and marvelling at the ancient boab trees. But the mechanical toll continued. We had a shock mount tear off a leaf hanger on one of the workhorses, another victim of the relentless vibration. Again, the team rallied. We strapped it, welded it and kept moving. Toby Price was in the thick of it, offering insights on how race teams manage fatigue failure. It turns out, the principles are the same: constant inspection and high-quality steel.

Crossing the Pentecost River is an iconic moment. Driving that wide, tidal river with the Cockburn Range towering over you is the cover shot of every Australian 4WD magazine for a reason. But you keep your windows up, the crocs are watching.



THE SYMBOLIC CROSSING

Our finale was Ivanhoe Crossing. The concrete causeway over the Ord River, water rushing across, crocodiles sunning themselves on the banks downstream. It's a place that demands respect.

As we aired up on the other side, looking back at the muddy water, I felt a deep sense of satisfaction. The Kimberley is uncompromising. It doesn't care if it's your 50th Anniversary; it will try to break you regardless.

We had faced punctures, snapped studs and torn metal. But we had driven out under our own power. We proved that ARB gear, from the MITS Alloy trays that didn't crack to the Ascent Canopies that kept the dust out and

to the BP-51s that saved our spines, is built for this reality.

The Gibb River Road is the ultimate validator. If it survives here, it survives anywhere. And as we high-fived on the tarmac, we knew we'd earned our stripes.

Here's to the dust, the corrugated roads and the gear that gets you home.



Click here to explore the full 50 Year Trip series, including videos and stories from every leg of the journey.



Weekends Are Calling. Here's How to Answer.



CAMPING & TOURING TIPS & TRICKS

There's a moment most Fridays where the idea sneaks in. It usually shows up around mid-afternoon, when the inbox has slowed down just enough for your brain to wander. Someone says, "We should get away this weekend," and for a few seconds, it feels like a genuinely good idea. You picture a campfire, a roast in the camp oven, maybe a quiet spot by the water. Then, almost as quickly, the idea gets boxed up and put back on the shelf. Too much effort. Not enough time. Weather's looking average. Gear's not sorted. You'll do it properly next time.

Next time has a habit of turning into next month, then the next long weekend, then maybe when things calm down a bit. But let's be honest, things never really calm down.

Most people don't need more time off. They just need a simpler way to think about leaving.

The trips that actually happen aren't the big, perfectly planned ones. They're the ones that slip in between everything else. A couple of days, a short drive, a set-up that doesn't require a full rehearsal the night before. Nothing complicated, just enough to get out, reset, and come back feeling like you've had a proper break instead of another weekend that disappeared into errands and half-finished jobs around the house.

Once you start looking at it that way, the whole thing changes. You stop waiting for the perfect window and start using the ones that are already there.



THE 48-HOUR ESCAPE PLAN

A weekend away doesn't need a detailed itinerary or a group chat that runs for three weeks. It just needs a rhythm that works every time.

Friday is where most people come unstuck. There's this idea that you need to leave early, beat the traffic, arrive before dark, have everything planned. In reality, that's the fastest way to talk yourself out of going. The easier approach is to accept that Friday is always going to be a bit scrappy and lean into it anyway. Finish work, throw the last couple of things in the car and point it in the right direction. If you're rolling out of the driveway a bit later than planned, that's totally fine.

Arriving in the dark gets a bad rap but it's actually part of the shortcut. You're not trying to set up a perfect campsite in golden hour light. You're pulling in, flicking on some decent lighting, getting the essentials sorted and calling it a night. With a rooftop tent or a swag, it's a quick job. You're not building a small suburb out there, just getting yourself comfortable enough to wake up somewhere better than your driveway.

Saturday is where the weekend opens up and the trick is not to overfill it. There's always a temptation to squeeze in as much as possible, especially if you've driven a couple of hours to get there. The better play is to keep things local. Slow morning, good coffee, maybe a short drive or a wander, something simple that doesn't chew through half the day.

By Sunday, you're already ahead. No need for a rushed pack-down or a mad dash back to the city. Take your time, pack up properly and give yourself one last stop on the way home. A bakery, a lookout, a quick stretch of the legs somewhere decent. It's a small thing, but it rounds the whole trip out and makes it feel like more than just a quick overnight.

That's the entire plan. Nothing complicated, nothing that requires a whiteboard session. Just a repeatable way to turn a standard weekend into something better.

CLICK
HERE
TO SHOP
THIS GEAR





Less driving
means more
weekend

CLOSE IS BETTER THAN PERFECT

One of the biggest traps with getting away is the idea that it has to be somewhere special. People will spend hours scrolling maps and forums, looking for that perfect hidden spot, and by the time they've found it, they've talked themselves out of the drive.

The perfect destination is usually the one that's just far enough away to make it inconvenient. The better option is almost always closer than you think. Within a couple of hours of any capital city, there are more options than you could work through in a year. Coastlines that are easy to get to and even easier to enjoy, state forests where you can find a quiet patch without too much effort, rivers and lakes that don't require a full expedition to reach, and regional towns that offer a good feed and a slower pace without the crowds.

There's something to be said for having a handful of go-to spots saved and ready. Not a massive list, just three to five places you know you can get to without thinking too hard. Rotate through them, learn what works at each one, and stop chasing something new every time. Familiarity makes everything easier. You spend less time figuring things out and more time actually enjoying where you are.

Less driving means more weekend. It's a simple equation but it makes a big difference. Two hours on the road leaves you with most of the day. Five hours turns the whole thing into a transit exercise where you're constantly checking the time and wondering if it was worth it.

Close might not sound as exciting on paper but it's the option you'll actually take.



BACKYARD ESCAPES

If you're stuck on where to go, here are a handful of easy weekend options within three hours of each Australian capital city.

MELBOURNE (VIC)

- Great Ocean Road (Torquay to Lorne stretch)
- Yarra Valley & surrounds
- Cathedral Range State Park
- Mornington Peninsula (back beaches or bayside)
- Warburton & Yarra Ranges forests
- Lake Eildon region

SYDNEY (NSW)

- Blue Mountains (Blackheath, Katoomba fringes)
- Jervis Bay & Shoalhaven coast
- Royal National Park
- Southern Highlands (Bowral, Berrima region)
- Central Coast (lakes & beaches)
- Hawkesbury River & surrounds

BRISBANE (QLD)

- Glass House Mountains
- North Stradbroke Island (Straddie)
- Sunshine Coast Hinterland (Maleny, Montville)
- Mount Tamborine & Scenic Rim
- Moreton Island
- Somerset Dam

PERTH (WA)

- Lancelin (dunes & coastline)
- Margaret River region (north end for shorter trips)
- Dwellingup & Lane Poole Reserve
- Rottnest Island
- York & Avon Valley
- Yanchep National Park

ADELAIDE (SA)

- Fleurieu Peninsula (Rapid Bay, Normanville)
- Barossa Valley
- Yorke Peninsula (Innes National Park direction)
- Adelaide Hills (Stirling, Strathalbyn surrounds)
- Victor Harbor & Encounter Bay
- Deep Creek National Park

HOBART (TAS)

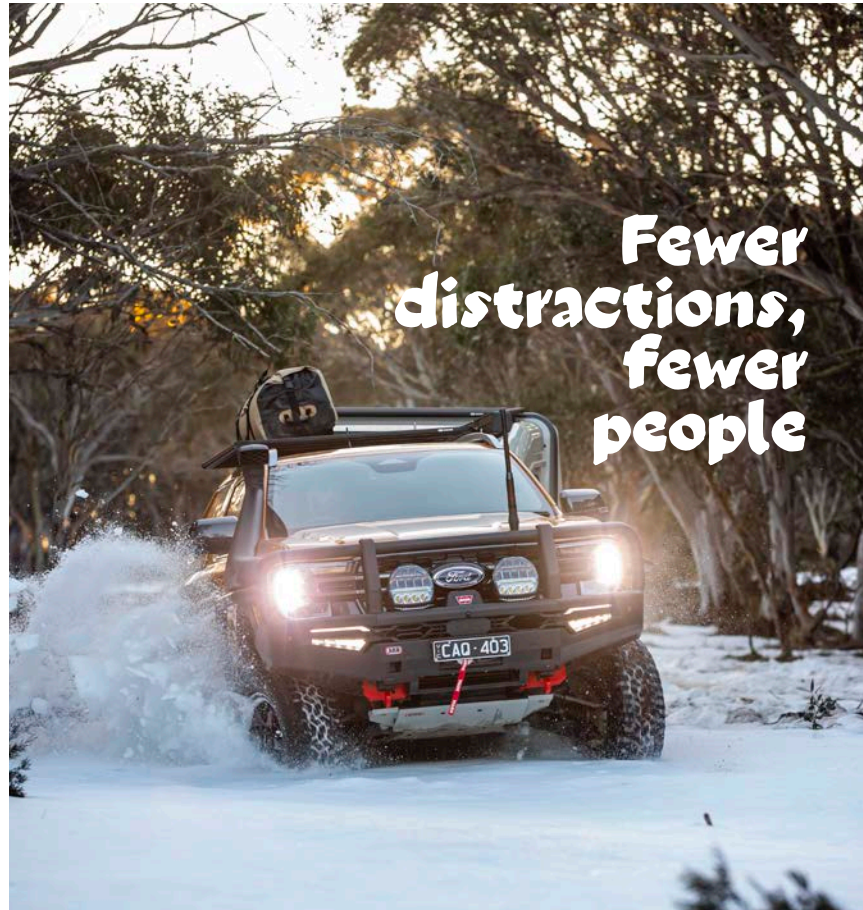
- Bruny Island
- Mount Field National Park
- Tasman Peninsula (Port Arthur, Eaglehawk Neck)
- Huon Valley
- Far south/south-west edges (as far as roads allow)
- D'Entrecasteaux Channel coastline

DARWIN (NT)

- Litchfield National Park
- Berry Springs Nature Park
- Kakadu (western edge for a quick run)
- Adelaide River region
- Dundee Beach
- Batchelor & surrounds

CANBERRA (ACT)

- Namadgi National Park
- Snowy Mountains (northern Kosciuszko access)
- Murrumbateman wine region
- Tidbinbilla Nature Reserve
- Bungendore & Lake George area
- Wee Jasper



PACK ONCE, GO OFTEN

If there's one thing that quietly kills more trips than anything else, it's the packing. Not the actual act of putting things in the car but the idea of it. The mental load of remembering everything, digging gear out of the shed, repacking tubs, realising you're missing something and adding a last-minute stop on the way out of town. That's the part that turns a simple weekend into a project.

The way around it is to stop starting from scratch every time. Build a set-up that's always halfway there. The kind of set-up where most of what you need already lives in the vehicle or a tub in the shed, and the rest can be thrown in without a second thought.

An "always ready" kit is a good place to start. Recovery gear, basic cooking gear, lighting, the bits and pieces that you know you'll need every time. Once they're in, they

stay in. You're not unpacking them during the week and then trying to remember where everything went on Friday afternoon.

From there, it's about simplifying the rest. One tub for food, one bag for clothes, no loose items rolling around. Keep it tidy, keep it predictable. If you can get packed and on the road in 15 or 20 minutes, you're far more likely to actually go. If it takes an hour and a half and a lot of patience, you'll find a reason to leave it for another weekend.

This is where having a well-thought-out set-up pays off in a big way. A fridge means you're not detouring to the supermarket every time you leave town. Proper storage, like drawers or organised load systems, means you're not rebuilding your set-up from the ground up for every trip. Good lighting makes late arrivals simple instead of frustrating.

Making the whole process smooth enough makes saying yes to a weekend away easy.



RECONSIDER WINTER WEEK-ENDS

In cooler states, winter has a way of putting people off before they've even given it a chance. The thought of cold mornings and shorter days is enough to keep a lot of vehicles parked up until spring rolls around.

That's a shame because winter can be one of the best times to get away. The crowds thin out, the popular spots go quiet and the whole experience slows down in a way that's hard to find in the warmer months. The air's crisp, the skies are often clearer and a campfire feels like the centrepiece instead of just a nice extra.

There's a bit of a shift in how you approach things but it's not complicated. Layering becomes more important than relying on one bulky sleeping bag. Picking a sheltered campsite makes a bigger difference than chasing a particular view. Keeping your set-up simple means you're not fumbling around in the cold trying to sort things out.

The little comforts start to matter more as well. A good chair that you actually want to sit in, dry firewood you can rely on, proper hot food instead of something rushed. These are the things that turn a cold night into a genuinely good one.

Winter strips things back in a way that works in your favour. Fewer distractions, fewer people, more reason to settle in and enjoy where you are. Once you've done it a couple of times, it stops feeling like a compromise and starts feeling like an upgrade.



WHY IT'S WORTH IT

A full week off is great when you can get it but there's something to be said for the smaller breaks that slot in more regularly. A couple of days away can do more than you'd expect. You sleep better, you spend time outside, you get a bit of distance from the usual routine and you come back feeling like you've actually had a break instead of just ticking off a different kind of to-do list.

Stack a few of those weekends together over a couple of months and it adds up quickly. More time out there, more familiarity with your set-up, more confidence to just go without overthinking it. It doesn't need to be big to be worthwhile. It just needs to happen.

ANSWER THE CALL

By the time next weekend rolls around, the same thought will probably pop up again. You could stay put, get through a few more jobs and tell yourself you'll plan something properly later on. Or you could keep it simple, pick a spot that's not too far away, throw a few things in the car and head off.

If you're not quite set up yet, that's an easy fix. Drop into your local ARB store, have a chat with the team and pick their brains. They're not just selling gear, they're out there using it, squeezing the most out of their own weekends and figuring out what actually works. A bit of guidance, a few smart set-up tweaks, and suddenly those last-minute trips feel a whole lot more doable.

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COMPACT IN TRANSIT. SPACIOUS IN LIVING.



There's always that moment before a trip where you stand there and ask yourself a pretty simple question:

Where am I actually going to sleep?

On the surface, it feels like an easy decision. Swag, tent, rooftop, camper. Pick one and move on. But anyone who's spent time out there knows it's not that straightforward. Each option comes with its own trade-offs. Comfort versus simplicity. Space versus set-up time. Convenience versus capability.

Rooftop tents have carved out their own space in that mix over the past few years. You only need to pull into a busy campsite to see it. Slimline aluminium tents lining the tracks, popping open at sunset, folding away again in the morning. They've become part of the modern touring set-up.

But even within that category, there's always been a quiet compromise. You gain convenience, you get up off the ground, but inside... things can feel tight. Functional, sure, but not exactly somewhere you want to spend a lazy afternoon if the weather rolls in.

That's the space ARB stepped into with the ARB Intrepid.

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Completing the Set

From a broader view, the ARB Intrepid sits within a much bigger idea than simply adding another rooftop tent to the range. ARB has spent years building out what is essentially a full ecosystem for off road travel. You can sleep on the ground, tow your accommodation behind you or carry it on the roof. Every pathway is covered and each one suits a different kind of traveller.

Rooftop tents sit right in the middle of that. They're the choice for people who want to stay mobile, set up quickly and keep things simple without going full caravan. Within that category though, there's been a surge toward slimline aluminium designs. The demand has been obvious.

"We've finally got the full boxset," Product Manager, Sandy Fiske explains. "No matter how you want to camp, we've got an option that fits. This was about stepping into that slimline aluminium space properly."

The ARB Intrepid lands right there but instead of following the same formula, it takes a step sideways and asks a different question. What if going slimline didn't mean giving up space inside?

Low Profile. Big Living.

This is really the heart of the whole thing. When the ARB Intrepid is packed down, it sits at just 18 centimetres high. Low profile, clean on the roofline, not adding unnecessary bulk when you're covering kilometres.

Then you pull up and undo the latches; it opens into something that feels completely different. The internal space is up to 36% larger than a traditional clamshell design, something you notice straight away. You can sit up properly, move around without thinking about where your head is going,

get changed without that awkward shuffle. Stretch out, swap ends depending on the breeze, actually spend time in there without feeling like you're waiting for morning.

Sandy keeps coming back to that contrast. "The biggest thing with this tent is how small it is when it's packed up and how big it is when it's set up," he says. "That's really the unique part of it. It shifts the way the space gets used. You find yourself spending more time in it, not just sleeping but actually living out of it at camp."



ARB Intrepid Rooftop Tent



Geometry in Motion

The reason it works comes down to how the tent opens. Instead of the single hinge you see in a traditional clamshell, the ARB Intrepid uses a bi-fold roof design. It splits the roof into sections, creating a much more open shape when deployed.

“By rethinking the way a rooftop tent should function, we’ve been able to create a lot more usable space,” Sandy explains. “It sounds simple enough but the effect is huge.”

From a flat, compact form on the roof, it expands into a space with up to 138 centimetres of internal headroom. The whole thing comes together in under a minute, driven by a quad strut system that does most of the work for you.

“There’s a balance there,” Sandy adds. “You want something that’s compact and practical on the road but once you’re set up, it needs to actually be comfortable to live in.”

There’s something satisfying about that moment, too. The tent almost brings itself to life. No wrestling with poles, no second guessing what goes where. Just a quick sequence and you’re done.

Built for the Way People Actually Travel

Once you’re inside, it becomes clear pretty quickly that this wasn’t designed in isolation. Every part of it connects back to how people use their set-ups in the real world. Access is flexible; you’ve got entry from both sides as well as the rear, which makes a difference depending on where you’ve parked up or how your vehicle is loaded.

The awnings deploy automatically as part of the set-up so you’ve got coverage straight away. Side windows can stay open for airflow, even if the weather turns, and the rear window includes a clear layer so you don’t lose your view when the rain sets in.

Ventilation has been thought through as well. Roof vents, adjustable openings, multiple zipper configurations on the doors. You can fine-tune how much air comes through.



“Everything we’ve done with this tent is about making life easier at camp,” Sandy says. “Set up, pack down, airflow, access... it’s all been thought through.”

Then there’s the small stuff that makes a big difference over time. The way the canvas folds in on itself when you pack it down. Reinforced sections guide it into place and a central grab handle pulls everything together, meaning you’re not walking around the vehicle trying to tuck bits in. It saves time but more than that, it removes that low-level frustration that creeps in after a few days on the road.

ARB Intrepid Rooftop Tent



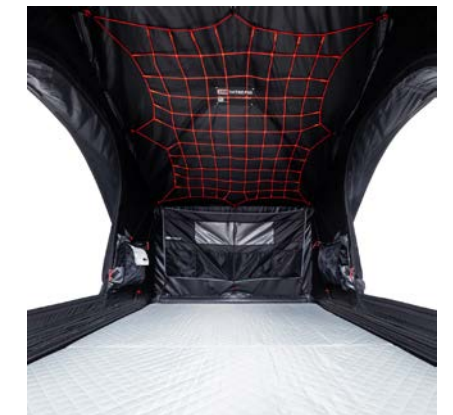
Comfort that Holds up Over Time

Spend a night in the ARB Intrepid Rooftop Tent and you start to notice the layers working together.

The mattress set-up isn’t just a slab of foam. There’s a 50-millimetre mattress paired with a 15-millimetre anti-condensation layer underneath, plus insulation built into the system. It breathes properly and it stays comfortable across different conditions. “A comfortable sleep is everything when you’re out on the road,” Sandy says. “That’s something we didn’t want to compromise on.”

Lighting is integrated as well, with a dimmable dual-colour LED strip that can run warm or cool depending on the mood, either powered via USB or hardwired if you want something more permanent.

Up top, the stargazing windows are one of those features you don’t realise you’ll use until you do. Clear panels when you want the view, blackout covers when you don’t.



Modular by Design

One of the bigger shifts with the ARB Intrepid is how it approaches customisation. Instead of locking you into a fixed set-up, it gives you a base platform and lets you build from there.

“The way we’ve designed it, you’re not buying a one-size-fits-all solution,” Sandy explains. “You’re buying into a system that you can tailor to your set-up.” The triple-row T-slot system runs around the perimeter of the tent, opening the door to a wide range of accessories. Roof bars, solar panels, awning brackets, lighting and storage solutions.

From there, you can shape it around how you travel. Cold climates, longer trips, different vehicle set-ups. It adapts and that flexibility becomes more valuable the longer you spend using it.



Designed to Travel Well

Of course, none of it matters if it becomes a burden on the vehicle and that's where the slimline design really comes into its own. At 18 centimetres packed height, it keeps things tidy up top. Weight has been kept in check as well, starting at around 70 kilograms depending on the model.

"It needed to work just as well on the road as it does at camp," Sandy says. "That balance was really important." Mounting is straightforward, with compatibility across most roof racks and cross bar systems, including a dedicated quick-release solution for ARB's BASE Rack.

So when it's on the vehicle, it works with it. When it's off, it doesn't leave you locked into one set-up.

Finding the Right Fit

The ARB Intrepid comes in three sizes, which helps dial things in depending on your vehicle and how you travel.

- The 2.0 suits more compact set-ups and narrower rooflines
- The 2.5 sits comfortably on wagons and service bodies
- The 3.0 opens things up further for those chasing more internal space

"It really comes down to your vehicle and how you use it," Sandy says. "There's no single answer there, which is why we offer the range."



Where It Sits: The ARB Rooftop Tent Range

With the addition of the ARB Intrepid, ARB's rooftop tent range now covers a wide spread of touring styles, from traditional soft-shell set-ups through to fully integrated hard-shell designs. Each one leans toward a different way of travelling, depending on how you like to set up and how long you plan to stay there.

ARB Altitude

A premium electric hard-shell tent designed for convenience and comfort. With powered opening and closing, a larger overall footprint and a more substantial structure, it's geared toward longer stays and a more refined, integrated touring set-up.

ARB Intrepid

Sits in the slimline aluminium space, built around maximising internal room while keeping things compact on the roof. With its bi-fold design delivering significantly more usable space and a modular accessory system, it suits those who want flexibility in both set-up and lifestyle at camp.

ARB Esperance

A compact, lightweight hard-shell option that balances ease of use with everyday practicality. Its streamlined ABS shell, gas strut-assisted set-up and integrated lighting and storage make it a simple, well-rounded touring solution that's easy to live with on the road.

ARB Flinders

A modern soft-shell option that builds on the traditional format with a lower packed profile and improved aerodynamics. It offers a large sleeping footprint, strong ventilation and integrated lighting, while still keeping things relatively compact when packed down.

ARB Simpson III

A traditional soft-shell tent focused on simplicity and proven design. Quick to deploy, with bedding able to remain inside and an included annexe for added space and shelter, it suits those who want a straightforward and reliable set-up with a bit more room to spread out.

In simple terms:

- Chasing premium comfort and features → Altitude
- Want slimline with more usable living space and modular flexibility → ARB Intrepid
- After convenience and refinement → Esperance 2
- Want traditional space and simplicity → Simpson or Flinders

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ARB Intrepid Rooftop Tent



A Different Way to Use the Space

Spend a bit of time around the ARB Intrepid and you start to notice a few key things. The first being space. Not in a spec sheet kind of way but in how easily you move around once you're inside. It just feels more usable and that changes how often you actually spend time in there.

At the same time, it doesn't feel like something you're constantly aware of when you're driving. Packed down low, sitting neatly on the roof, it doesn't take over the vehicle or make everyday driving feel like a compromise. It's there when you need it and easy to forget about when you don't.

Then there's the way it adapts over time. Different trips, different climates, different set-ups. You can build it out, tweak it, keep it simple or add to it as you go. It doesn't push you into one way of doing things, which makes a difference the longer you own it.

And when all of that comes together, the experience starts to feel a bit more natural. You're not rushing the set-up or packing it down just to get out of it. You use it more, settle into it more, and it becomes part of your overall camp rather than something separate from it.

Out on the road, where plans shift and conditions rarely stay the same, having something that works with you instead of against you just makes sense. And that's where the ARB Intrepid finds its place.

ARB Intrepid Rooftop Tent



Build It Your Way: ARB Intrepid Accessories

The ARB Intrepid is designed as a platform with a wide range of optional accessories that let you tailor it to your set-up, your vehicle and the way you travel.

Thermal Insulation Skin

Adds an extra layer of protection in colder climates, helping retain warmth and reduce condensation for more comfortable overnight stays.

Heating/AC Vent Port

Allows integration with a diesel heater or portable AC unit, giving you better control over temperature in extreme conditions.

Roof Cross Bar Kit

Creates a mounting platform on top of the tent for carrying additional gear like recovery boards, storage or lightweight equipment.

Solar Panel Kits (Front & Rear)

Provides off-grid power generation, ideal for charging batteries and running camp accessories over extended trips.

Dual Solar Panel Connector

Links multiple solar panels together for increased charging capacity and a more efficient off-grid set-up.

Wall Organiser (Front)

Adds practical internal storage for smaller items, keeping essentials like phones, torches or books within easy reach.

Roof Cargo Net

Utilises overhead space for soft storage, helping keep the sleeping area clear and organised.

Recline Chair

Designed to pair with the internal layout, allowing you to sit back comfortably inside the tent during downtime or bad weather.

Shoe Organiser

Keeps dirty footwear out of the sleeping area while still easily accessible from the tent.

Long Ladder (11 Rung)

Extends access for taller vehicles or higher mounting positions, improving comfort and usability across different set-ups.

Awning Bracket Kits (Standard & Heavy Duty)

Allows fitment of awnings directly to the tent, expanding your covered living space at camp.

BASE Rack Quick-Release Mount Kit

Enables fast and easy removal of the tent from ARB BASE Racks, making it simple to switch between set-ups.

Rapid T-Slot Loop & Hardware Kits

Adds versatile tie-down and mounting points, making it easier to secure accessories and customise your set-up.

Mantis Claw Ladder Hook

Provides a more secure ladder attachment point, improving stability and confidence when entering or exiting the tent.

STEPPE BY STEPPE

ARB'S GOLDEN
JUBILEE
IN THE LAND OF
THE BLUE SKY



To understand the global footprint of ARB after 50 years, one must look beyond the familiar tracks of Australia. You must look to the places where roads are merely suggestions, where the climate swings wildly between seasons and where distance is measured in days, not kilometres. Mongolia is such a place.

For the Asian chapter of our 50th Anniversary celebrations, we convened in Ulaanbaatar. This wasn't just a test of machinery; it was a gathering of the ARB family from across the continent.

We stood shoulder to shoulder with our partners: Puujee and Temka from Doctor Auto Suljee (Mongolia), Baynaa and Anar from ARB Mongolia (Mongolia), Luke from Thailand, Minh from Vulcan4x4 Vietnam, Hide and Take from flexdream Japan, Sean and Martin from the Philippines, and Rafa and Alex from Kazakhstan. Guided by local off road legend Chinzo, our mission was to traverse 1,600 kilometres of the harshest continental terrain on earth, from the open steppe to the dunes of the Gobi.



THE ENDLESS CORRUGATION

Our fleet was a rolling timeline of LandCruiser heritage, featuring everything from a pristine 300 Series and 200 Series to rugged 70 Series variants. But the vehicle that captured everyone's hearts (and occasionally tested our patience) was a V8-converted 80 Series. It had character in spades, complete with a speedometer that worked when it felt like it, seatbelts that required gentle persuasion and a gearbox that would occasionally pop out of gear to keep the driver honest. It was a reminder of the era that built ARB's reputation: raw, mechanical and unstoppable.

Leaving the urban density of Ulaanbaatar, the transition is immediate. The asphalt ends

and the steppe begins. The sheer scale of Mongolia is humbling. It is a vast ocean of grass and gravel under an eternal blue sky.

It is also the ultimate proving ground for suspension. The corrugations here are relentless, stretching for hundreds of kilometres. This is where Old Man Emu engineering is validated. The internal bypass technology in our BP-51s (some of which were originally cold-weather tested in this very country) worked overtime, smoothing out the high-frequency vibrations that would otherwise rattle a vehicle, and its occupants, to pieces.

CULTURE & CLAY

Mongolia is a land where the past is present. Early in the journey, we visited a sacred horse burial site. In Mongolian culture, the horse is revered, treated with a respect that borders on the spiritual. Standing there, listening to Puujee explain how they view their cars as the modern “iron horses”, you understand why they take vehicle preparation so seriously. A breakdown here isn’t an inconvenience; it’s a survival situation.



We were welcomed into a traditional Ger (yurt), entering through the south-facing door, a navigation aid that has served nomads for centuries. We shared the ritual of the snuff bottle, a gesture of peace and hospitality, and feasted on Boodog: goat cooked from the inside out using hot stones. It was a profound cultural immersion, grounding us in the traditions of the land we were traversing.

But the land itself is moody. A rare desert rainfall turned the dusty tracks into slick, treacherous mud. It caught us off guard. The LandCruiser 300 found itself bogged down, struggling for traction. It was a classic lesson in physics; even the most advanced traction control systems cannot overcome incorrect tyre pressures. We dropped the rubber from 32 psi down to 21 psi, increasing the footprint. With the pressure corrected and a controlled pull, the 300 climbed out effortlessly. It was a sharp reminder that in remote travel, knowledge is just as important as horsepower.



A RARE DESERT RAINFALL TURNED THE DUSTY TRACKS INTO SLICK, TREACHEROUS MUD. IT CAUGHT US OFF GUARD



INTO THE GOBI

As we pushed south toward the Ongi Monastery ruins and the Flaming Cliffs, famous for the first discovery of dinosaur eggs, the remoteness intensified. Tracks dissolved into open headings across the black hills.

Logistics became a challenge. At one refuel point, lacking a proper pump, the team improvised a funnel from a cut-off Coca-Cola bottle to get diesel into the Jimny. It is that spirit of ingenuity, making it work with what you have, that defines overlanding.

Nights were spent camping at the edge of cliffs or nestled in valleys. Seeing the ARB Earth Camper set-up in the shadow of the Flaming Cliffs was surreal. Despite an earlier electrical quirk between the vehicle and camper (quickly diagnosed and fixed), the trailer tracked faithfully behind us, a rugged home in a stark landscape. Sleeping in swags under the Mongolian stars, with the silence of the desert pressing in, we felt a million miles from Melbourne, yet entirely at home.



THE SANDS OF HONGOR

Our finale was the Gobi Desert and the towering Hongor Sand Dunes. This is big sand. We dropped tyre pressures further down to 20psi, then 15psi for the heavy haulers.

Driving these dunes requires a different mindset to the Simpson. The side slopes are steep and the sand is soft. The suspension articulation was pushed to its limit as we navigated the crests. The Suzuki Jimny JB74, piloted with enthusiasm, floated over the terrain, while the heavy Cruisers used torque and momentum to carve a path.

Watching the convoy snake through the golden sands of the Gobi, representing seven nations across the ARB network, we were struck by the unity of the group. Language barriers disappeared when we were talking about spring rates, tyre pressures or the best line up a dune.

We ended the trip dusty, tired and exhilarated. Mongolia had thrown everything at us, corrugations, mud, rocks and sand, and the ARB gear had absorbed it all. We had strengthened bonds with our Asian partners, not in a boardroom but around a campfire in the middle of nowhere.

As we packed away the recovery gear and reinflated the tyres for the return to Ulaanbaatar, we knew the spirit of the 50th Anniversary was alive and well.



[Click here to explore the full 50 Year Trip series, including videos and stories from every leg of the journey.](#)



On Duty

THE ARRIVAL OF THE FORD RANGER SUPER DUTY HAS BEEN TALKED ABOUT FOR A WHILE NOW, AND FOR GOOD REASON. IT'S A PLATFORM BUILT WITH A VERY SPECIFIC JOB IN MIND. BUT WHAT MAKES IT INTERESTING ISN'T JUST WHAT FORD HAS DONE AT FACTORY LEVEL. IT'S WHAT HAPPENS NEXT.

THIS STORY LOOKS AT HOW THE SUPER DUTY WAS DEVELOPED, HOW ARB HAS WORKED ALONGSIDE THAT PROCESS FROM EARLY ON AND WHAT THAT COLLABORATION ACTUALLY LOOKS LIKE ONCE THE VEHICLE IS SET UP AND PUT TO WORK.





NOT JUST A BADGE

Jeremy Welch, Ford Australia Strategic Projects Manager, puts it simply "You don't just throw the name Super Duty on the side of a vehicle and call it a day. It's one of those badges that actually means something inside Ford, so getting it onto a Ranger platform wasn't a casual decision". There's a level of durability and testing tied to it that sits above the standard program and if the vehicle doesn't meet that bar, it simply doesn't get the name. As Jeremy describes it, "Super Duty is a badge of pride that's earned, not given, with vehicles pushed through extreme durability testing to prove they're built for the toughest jobs in the toughest places".



BUILT FOR A JOB

The Super Duty is a vehicle aimed squarely at people who rely on their ute to do actual work. Payload, towing and durability take priority and everything else sits behind that. It's the kind of platform that makes sense in fleets, on properties or for anyone regularly running heavy set-ups where reliability matters more than refinement.

To be fair, Ford hasn't missed the mark with it from factory. There was a feeling early on that the vehicle would come out of the box

in pretty good shape and that's played out in reality. It gives you a solid starting point before you even think about adding anything.

But as capable as it is from factory, the reality is that 4WDs like this rarely stay stock for long. Once you start adding equipment, loading them up and putting them into real use, the way they behave changes and that's where the next layer of development comes in.



Jeremy Welch



Justin Capicchiano

GETTING IN EARLY

One of the things that shaped how the Super Duty has come together is how early ARB was involved in the process.

Rather than waiting for the vehicle to land in the market and then working backwards, ARB had access well before release, thanks to their close relationship with Ford. That early involvement gave the team time to move beyond simple fitment and start understanding how the Super Duty would behave once it was loaded, accessorised and put to work.

It also meant that accessory compatibility could be confirmed across key areas of the vehicle ahead of time, including back-of-ute systems and carryover components that customers are already familiar with. More importantly, it allowed engineering teams to start thinking about the Super Duty in its working form, not just as it leaves the factory.

For customers, that early development work means there's already a solid range of accessories available at launch, so vehicles can be set up from day one rather than waiting for the aftermarket to catch up.

ARB & FORD

ARB's Ford Licensed Accessories (FLA) program was developed in partnership with Ford to create accessories that are fully integrated with the vehicle from day one. Rather than treating accessories as aftermarket add-ons, ARB and Ford worked together throughout the development process to ensure compatibility, durability and seamless integration across the platform.

For customers, that means genuine peace of mind. Accessories ordered through a Ford dealer are covered under Ford's five-year, unlimited kilometre warranty, with Ford acting as the single point of contact if any issues arise. It also means ARB accessories have already been tested and validated alongside the vehicle itself, including systems like driver aids, sensors and safety technology, so everything works together exactly as intended.

The benefit with the Ranger Super Duty is that this integration work started early. ARB had access to the platform before launch, allowing products to be developed, tested and ready to go from day one, giving customers a complete, work-ready set-up without waiting for the aftermarket to catch up.

THOUGHTFUL DESIGN

When it came to developing accessories for the Super Duty, the real work started once weight was added, because that's where the vehicle begins to behave differently and what shaped the testing process.

As Chief Program Engineer for Ford Racing, Super Duty and Special Vehicles, Justin Capicchiano explained, "We didn't just test at a vehicle level. We also ran full durability and lifecycle testing on the components themselves," which meant looking beyond basic fitment and into how everything holds up over time. "They really put us through the wringer to make sure everything was top-notch and ready for the job," Peter Siablis, ARB Group Program Manager, explained.

The scenarios they worked through weren't theoretical either. They were based on the sort of situations these vehicles are expected to handle. Recoveries with a fully loaded vehicle, towing at capacity, working in uneven terrain where the chassis and accessories are all under load at the same time.

Justin summed it up pretty simply when he said they "designed for worst-case scenarios," with set-ups that included lights, winches, bar work and additional equipment all factored in before durability testing even began.

There's a practical side to that as well. A lot of fleet customers still rely on steel winches, particularly in high-temperature environments, which adds a fair bit of weight to the front of the vehicle. That had to be accounted for from the beginning rather than treated as an afterthought.

Alongside that, modern vehicle systems add another layer of complexity. Safety tech isn't something that can be compromised, which meant ensuring cameras and sensors continued to operate exactly as intended, even when components were repositioned. As Justin explained, that expectation now sits firmly with customers, so the integration work has to meet the same standard as factory.

Ford Ranger Super Duty



TEAMWORK

A big part of why the Super Duty program has come together the way it has comes down to how closely the engineering approaches line up between Ford and ARB.

There's a shared understanding of how these vehicles are used and what they need to handle, but it goes deeper than that. As Justin explained, "Both teams use similar engineering tools and speak the same language when it comes to load paths and structural analysis; that builds trust in the designs." This collaboration makes a big difference when you're working on components that directly affect how the vehicle behaves under load.

You see that in areas like side steps, which might not get a lot of attention but play a pretty important role on a vehicle like this. They're expected to handle repeated use, uneven terrain and impacts without introducing stress into the chassis in a way that causes problems later on.

Designing something like that properly comes down to understanding how forces move through the vehicle. That's where having both teams aligned makes things a lot smoother.



THE COMPLETE SET-UP

When you step back and look at the Super Duty with a full range of accessories fitted, it starts to make more sense as a complete set-up rather than a collection of individual parts.

At the front of the vehicle, protection and load management come into play with the Summit MKII Bull Bar and winch compatibility, both designed to handle the additional weight and forces that come with recovery work.

Along the sides, steps and rails are built with the expectation that they'll see real use, not just act as a convenience. Up top, the BASE Rack system adds flexibility for carrying gear, while tray set-ups through MITS Alloy open up more options for those running cab

chassis configurations, which is how the Super Duty is initially being offered.

Out the back, there's already a solid range of compatible canopy systems, hard lids and drawer set-ups confirmed, with more development continuing as the platform expands.

Once you move off road, things like Air Lockers start to play a bigger role. They allow the driver to maintain traction at lower speeds, which reduces strain on the vehicle and gives a bit more control when there's weight involved, particularly in more technical terrain. Inside the vehicle and under the bonnet, the supporting gear helps round things out, making sure the vehicle holds up to the same standard across the board.

Ford Ranger Super Duty



COMPLETE PACKAGE

The Ranger Super Duty stands strong on its own, but it's the way it works with a full ARB set-up that really brings it into its element.

Ford has done the work to create a platform that can carry load and handle pressure over time, backed by the kind of testing that gives the Super Duty name its meaning. Alongside that, ARB's role has been to build out the parts of the vehicle that get used once it leaves the factory, shaping it into something that suits different jobs and environments.

Looking back on the program, one comment from Pete sums up how closely the two sides have worked together. Having "all accessories available from launch" was a big focus and getting to that point required both teams to be aligned from early on.

As a platform, the Super Duty is seriously capable but once you get it set up and out there, it really starts to show what it can do.



REAL WORLD RESULTS

Even at this early stage, the way people are taking up the Super Duty is starting to paint a pretty clear picture of where it sits.

As Pete explained, one of the more interesting things has been how quickly these vehicles are being set up before they even leave the dealership, with a high percentage fitted with bar work and accessories almost immediately.

That's usually a sign that the platform makes sense to the people buying it. It's

not being treated as a blank canvas or a lifestyle upgrade, but being picked up and put straight into use.

There was an early expectation that the Super Duty would land in a good place straight out of the box and that's largely held true. As these vehicles start getting loaded up and put to work, attention naturally shifts to how different set-ups influence the way they sit and behave, which is where the next phase of development begins.





AVAILABLE ACCESSORIES

HERE'S WHAT'S CURRENTLY AVAILABLE FOR THE RANGER SUPER DUTY, WITH MORE IN DEVELOPMENT. TO STAY UP TO DATE WITH NEW RELEASES, FOLLOW ARB ON SOCIALS OR SIGN UP TO THE MAILING LIST.

PROTECTION SUMMIT MKII BULL BAR

The Summit MKII Bull Bar brings a more refined, integrated design to ARB's flagship protection, combining modern lighting with a clean front profile. Built tough with proven construction and full winch compatibility, it's designed to handle serious work without compromising on finish.

SIDE RAILS & STEPS

The Summit Side Rails and Steps combine strong side protection with practical access, built around a steel rail system that ties into the Summit Bar and shields vulnerable panels from damage. Paired with an anodised aluminium tread for secure footing, the set-up delivers durability, grip and a clean integrated fit along the length of the vehicle.



LOAD CARRYING & BACK OF UTE

BASE RACK ROOF SYSTEM

The ARB BASE Rack offers a strong, low-profile load-carrying solution, built from fully welded aluminium without the need for a subframe. Its dovetail mounting system runs across the rack, allowing accessories to be quickly fitted, moved or removed depending on the required set-up.

MITS ALLOY TRAYS (SINGLE, DUAL & SPACE CAB)

MITS Alloy canopies and trays combine strength and lightweight design to deliver secure storage and a versatile load space. Built for tough Australian conditions, they're designed to handle heavy use across both work and touring set-ups.

ASCENT, CLASSIC & CLASSIC PLUS CANOPIES

ARB's canopy range provides secure, weather-resistant storage, from the simplicity of the Classic to the more feature-packed Ascent. Built from durable ABS thermoplastic, they're designed for easy access and dependable performance across a range of set-ups.

HARDLID

The ARB HardLid offers a clean, low-profile solution that integrates neatly with the vehicle, creating a practical and durable platform for everyday use. It keeps gear protected while maintaining easy access to the tub.



ARB DRAWER SYSTEMS

Featuring a sleek design, high-quality components and the ability to create a fully customised system tailored to your requirements, the ARB Modular Drawer range is the answer to all of your internal storage needs.

TUB WATER TANK

The ARB Frontier Tub Mounted Water Tank is a compact, tub-mounted solution that keeps water storage out of the way while remaining easy to access. With an integrated 12-volt pump and simple control panel, it provides a reliable supply for everything from washing down gear to day-to-day use on the road.

DRIVETRAIN

ARB AIR LOCKERS (FRONT & REAR)

ARB Air Lockers provide on-demand traction by allowing the driver to lock the differential and deliver drive to both wheels when conditions demand it. Designed and manufactured in Australia, they're built for tough terrain and give you greater control off road while still operating like a standard differential in normal driving.



INTERIOR PROTECTION

ARB SEAT COVERS

ARB seat covers are designed to protect the interior while maintaining a clean, tailored fit to the seats. Made to suit specific vehicle applications, they're built to handle regular wear from work and touring use, helping preserve the condition of the cabin without compromising comfort or usability.

ARB FLOOR MATS

ARB floor mats are designed to keep the interior protected from dirt, mud and daily wear, using a tailored fit that works with the shape of the cabin. Built for practical use, they help contain mess and make cleaning easier, making them a simple upgrade for vehicles that see regular work or off road use.

ELECTRICAL & POWER

LINX

The ARB LINX system brings key vehicle accessories into one central touchscreen control hub, allowing you to manage Air Lockers, driving lights, compressors, fridges, tyre pressure monitoring and more from a single interface.

Designed to simplify accessory management and reduce the need for multiple switches and gauges, LINX delivers a cleaner install while giving drivers quick access to the systems they rely on most both on and off road.

SLIMLINE 100 BATTERY BRACKET

The ARB Slimline Battery is a compact, all-in-one auxiliary power system that combines a 100Ah lithium battery with an integrated DC-DC charger in a space-saving design. Built to fit into tighter mounting locations, it provides reliable power for running accessories while charging efficiently from both the vehicle and solar inputs.



UNDER BONNET DUAL BATTERY SYSTEM

The ARB Auxiliary Battery Kit provides a reliable secondary power source, allowing you to run accessories without impacting the vehicle's starting battery. Designed to integrate neatly into the engine bay, it includes a battery tray, wiring and a DC-DC charger to keep power consistent on longer trips.

TOURING & TOWING

CLEARVIEW TOWING MIRRORS

Clearview Towing Mirrors are designed to extend visibility when towing, making it easier to manage larger loads with confidence. Built to integrate with factory features like the 360-degree camera and power functions, they provide improved rearward vision without compromising vehicle systems.



ROAD TESTED: *WHERE WE ALL REST*

Words & Photography by
Annelise Savedra & Nick Spizzo



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IT ALL COMES DOWN TO THE NIGHT

When people ask what life on the road is really like, we always say the same thing. The days are incredible but the nights are what really make the lifestyle sustainable.

Anyone can chase sunsets, river crossings and remote beaches for a few weeks. Anyone can live off adrenaline and novelty for a short while. But when you are travelling full time, when the road is no longer a holiday and starts becoming your normal, it is where you sleep and how well you rest that decides whether the lifestyle lasts.

For us, travelling Australia in our Nissan Y62 Patrol with our two German Shorthaired Pointers, Koa and Leo, comfort at camp stopped being a luxury very quickly. It became the thing that kept us moving. The difference between waking up excited to explore the next track or waking up tired, sore and quietly counting down the days until we could rest properly.

Over time, we realised that no matter how stunning the landscape was or how exciting the track ahead, if we were exhausted from poor sleep, it clouded every moment of the day.

UNTETHERED

Somewhere along the way, we also realised that travelling full time did not mean we always wanted to be tied to the caravan. Don't get us wrong, our caravan is incredible for what it is. It's our base, our little home on wheels, set up wherever we decide to stay. But the thrill of leaving the caravan behind, heading out in the Patrol and truly going off grid for a few nights is a feeling that never gets old.

It is a very different kind of adventure. The caravan stays set up at the camp, quietly sitting there while we take off to the remote tracks, the beaches and the hidden corners of Australia. There is a freedom in that, a sense of exploration that is impossible when you are always tethered to something larger. The Patrol, our home away from the caravan, becomes our ticket to adventure, our off-grid companion. And when the day is done, the place where we sleep becomes just as important as the miles we covered.



One evening, we pulled into a remote clearing after hours of corrugated tracks, river crossings and sand dunes. Koa and Leo were restless, sniffing everything in sight, eager for the next adventure. The sun was low, painting the sky in streaks of gold and pink. Dust settled behind the Patrol and the caravan in the distance looked like a quiet sentinel watching over us. We were exhausted, wind burnt and salty from the day. It was one of those evenings where every movement feels heavy.

Road Tested: ARB SkyDome Swag Range



THE RITUAL

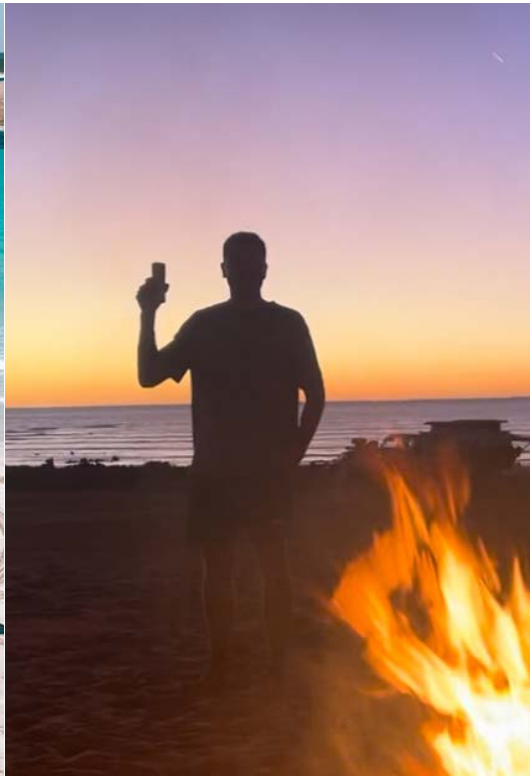
Setting up for the night became our ritual. Rolling out the swag, getting everything in order and knowing that within minutes we would be dry, warm and settled is one of the most grounding feelings of travelling this way. The ARB SkyDome 3 felt like a little world of our own, a secure cocoon tucked away from the chaos of the tracks. Inside, the world slowed down. Shoes came off, phones and keys were put in their little pockets, and the dogs curled up near us, finally settling after a long day of exploring.

The space inside the swag was more important than we anticipated. Being able to sit up, stretch and move around without brushing damp canvas made every night more comfortable. Nick could change clothes without knocking elbows and I could move without worrying about disturbing him. Koa and Leo could find their spots without taking over the entire space. On windy nights, when the bush outside rattled and whispered, being tucked away in that little dome felt like being anchored in the middle of the wilderness.

Light sensitivity is something I struggle with, so having darkness at night became a gift. Waking up naturally, rested and ready to tackle the day, rather than being dragged awake by harsh sun became a nightly luxury. The small routines we built (like hanging up our hats, keeping boots in the entryway and having everything we needed within reach) became comforting rituals that gave structure to our off-grid life.

Travelling with Koa and Leo adds another layer to the rhythm of life. They are energetic, curious and, at times, stubborn. But at night, they need comfort just as much as we do. The dog swag became their little haven, zipped alongside ours, giving them space to stretch and rest while keeping their paws out of our sleeping area. Some nights they stayed attached, other nights we set it up separately depending on where we camped. Either way, it meant everyone had their own space to breathe, to rest and to recharge. Watching them settle at the end of a long day was a reminder of why we do this at all. When they sleep well, we sleep well.

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NIGHTS THAT KEEP YOU GOING

Cold nights are unavoidable, even in the parts of Australia you would not expect. By day, you are sweating in the midday heat and by nightfall, you are pulling layers up around your shoulders as the temperature drops. There is nothing quite like crawling into a warm sleeping bag, soft and familiar, after a day of driving, exploring and keeping pace with the tracks. The gentle rustle of the trees, the distant sound of wildlife and the occasional bark from Koa or Leo create a lullaby unique to life on the road.

Mornings in this set-up are just as beautiful. Waking up rested, with the sun creeping softly over the horizon, ready to pour coffee, stretch and watch the dogs run along the tracks we had explored the day before, it all makes the next adventure feel possible. Packing up the swag, making sure boots and gear are ready, and knowing that the caravan is waiting quietly in the background is a rhythm we love. It allows us to explore deeply, chase off-grid tracks and return each night to comfort and warmth without feeling tethered or rushed.

Breaking camp, day after day, can take a toll on both you and your gear. Knowing everything is protected, packed and ready to travel again gives peace of mind that is hard to put into words. The heavy-duty swag bag ensures our sleeping set-up stays safe and dry no matter the conditions, while the familiar routines give the dogs and us a sense of consistency. Each night blends into the next, a series of moments that feel simple yet profound.

Over time, we realised that this consistency is what allowed us to keep going. No matter where we ended up, we knew exactly how the night would feel. We knew the dogs would settle. We knew we would sleep well. That rhythm, the combination of routine, comfort and freedom, became the backbone of our off-grid explorations. It is not the gear itself that matters as much as the feelings it enables: the security, the freedom and the ability to truly rest.



ONE CAMP AT A TIME

It is not the distance we measure our adventures by or even the places we tick off on a map. It is the quality of the nights, the peace we feel under stars and the knowledge that we can explore further tomorrow because we slept well tonight. That is the real luxury. The rest, the calm, the quiet joy of being in the middle of nowhere with the people and animals we love most, that is worth every long drive and every dusty track we take.

This is home. One camp at a time. One night at a time. One adventure at a time. And no matter where we go or what tracks we follow, we know we have found the balance between exploration and rest that makes this life truly sustainable. Each night we spend off grid is a reminder of why we chose this life, why we value freedom and why we are committed to seeing the country on our own terms.

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BUILT FOR THE *Mess*

Step into any well-used 4WD and you can usually tell exactly how it's been used. Sand in the footwells, red dust ground into the carpet, muddy gear sliding around in the back. It's all part of it. The problem is that wear adds up over time and this is exactly where ARB's interior protection range earns its keep.



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MORE THAN FLOOR MATS

Growing quickly in recent years, ARB's interior protection range started with seat covers and has expanded into a complete, vehicle-wide system. What began as a way to protect car seats has evolved into a full coverage approach, extending through the cabin into the cargo area and now even into drawer systems.

At the core of the range is a focus on vehicle-specific design. Floor mats, cargo mats and drawer mats are all 3D moulded to suit each application, creating a precise fit that works with the interior rather than just sitting on top of it. This design doesn't just make the inside of your 4WD look good, it ensures debris stays where it should.

ENGINEERED FOR REAL WORLD

Raised surfaces and engineered channels guide dirt, sand and water into lower catchment areas, helping to contain the mess before it spreads through the vehicle. The result is a system that actively manages debris, rather than simply covering the floor.

Materials play a big role here as well. Across the range, ARB uses thermoplastic elastomers, delivering the durability and flexibility of rubber without the associated odour. Combined with a waterproof construction, it means everything from beach sand to mud and snow can be dealt with quickly, usually with nothing more than a hose down and dry.

OUT THE BACK

That same thinking carries through into the cargo area. As seen with the **Toyota LandCruiser 76 Series** cargo mat, the design extends the floor mat concept into the rear of the vehicle, providing a seamless look and consistent protection across the entire interior. The cargo area cops everything. Recovery gear, tools, camping gear, the lot. It's no surprise it's the first place that needs proper protection.

More recently, ARB has expanded the range again with the introduction of drawer mats. Designed specifically to suit ARB drawer systems, these add a protective layer to one of the hardest working areas in any touring or work set-up. From loose tools to damp gear, they help contain spills and debris while keeping the drawer system clean and organised.

DID YOU KNOW?

ARB's interior protection range now covers more than 100 seat cover applications, 90 floor mat applications and 16 cargo mat applications across Australia's most popular 4WDs and SUVs.



LATEST APPLICATIONS

The latest vehicle-specific applications show just how far the category has expanded.

For the **INEOS Grenadier**, ARB now offers a full interior protection line-up, including precision-fit deep dish floor mats and a matching cargo mat, designed to suit both left- and right-hand drive models. It's a complete, integrated approach that mirrors how the vehicle is used in the real world.

In the dual-cab space, the **Ford F-150** and **BYD Shark** ranges bring together floor mats and durable seat covers, combining cabin protection with a factory-style fit. These set-ups are built for vehicles that split their time between work and weekends where interiors need to handle both.

Wagons haven't been left behind either. The **Isuzu MU-X** range includes floor mats, cargo mats and seat covers, delivering full interior coverage from front footwell to rear cargo area. It's a clear example of how the range now caters to complete vehicle protection, rather than individual components.

Taken together, the ARB interior protection line-up has shifted from a simple accessory to a considered system. Each piece is designed to work with the next, covering the high-traffic areas that see the most wear and tear.

Because in the end, a 4WD is meant to be used. Interior protection just makes sure it still looks the part once the trip is over.

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RED SAND, GREEN DESERT TRACKS IN THE MADIGAN

Words by Lachlan Campbell
Photography by Offroad Images



There's something about the Simpson Desert that keeps pulling you back. Maybe it's the isolation, maybe it's the challenge or maybe it's just the red dirt getting under your fingernails and never quite washing out. For ARB's 50th Anniversary, we couldn't just do a lap of the block. We had to go to the spiritual home of outback touring. We pointed the bull bars toward Mount Dare and the iconic Madigan Line.

This wasn't just a corporate trip; it was a gathering of the clans. We had the Black family (Ric and Tracey) from Out of Town 4WD, third-generation ARB partners who have been with us since the 70s. We had Jessy and Emmanuel Ciappara from ARB Narellan, another multi-generational success story. Mixed in were the engineering wizards like Stuart Schoof from Old Man Emu and the die-hard enthusiasts like Duncan Scott in his 47 Series. And, of course, the Goldilux crew: David Wentworth and Josh Pepi piloting ARB's original 2005 N70 development mule.

Our convoy was a timeline of Australian 4WD history. At the front, the flagship LandCruiser 300 Series towing the Earth Camper, both wrapped in the 50th decals. At the back, the heritage rigs, the 47 Series and the Goldilux, chugging along, proving that good gear never expires.



RIC BLACK - 4 YEARS WITH ARB



DAVID WENTWORTH - 22 YEARS WITH ARB



JOSH PEPI - 3 YEARS WITH ARB



JESSY CIAPPARA - 21 YEARS WITH ARB



MARCUS BROAD - 16 YEARS WITH ARB



BULLDUST & BLOOMS

We staged at Mount Dare, fitting sand flags and soaking up the last bit of pub atmosphere before the isolation set in. The first leg up the Binns Track was a wake-up call, bulldust holes that could swallow a small car. We spent the first few hours playing the tyre pressure game, figuring out the sweet spot for the heavy tourers.

Turning onto the Madigan Line past Old Andado Homestead, we expected the usual endless sea of red. Instead, we found a garden. Recent rains had transformed the desert. The valleys between the dunes were carpeted in greenery and wildflowers. It was rare, beautiful and completely unexpected.

But the Madigan doesn't give up its miles easily. The dunes here are tighter and punchier than the French Line. We dropped pressures again, down to 16, even 12psi for the heavier rigs. Momentum is king out here. Watching the 300 Series haul the Earth Camper over these crests was impressive. The trailer tracks true and with the low-down torque of the V6, it just ate up the terrain.

It wasn't all smooth sailing though. The flies were friendly, about a million of them at every stop. And weight management became the hot topic around the campfire. We were shifting jerry cans from roof racks to main tanks at every opportunity to lower that centre of gravity.



HISTORY IN THE TRACKS

Nights on the Madigan are special. Sitting around the fire at one of Cecil Madigan's original camps, listening to Ric Black talk about the early days of the industry, you realise that ARB isn't just a brand; it's a family. We swapped cars often, jumping from the plush, air-conditioned silence of the Prado 250 with its MT64 suspension into the mechanical, noisy honesty of the 47 Series. Both got the job done, just in very different ways.

As we pushed deeper, the dunes got steeper. The Goldilux N70, fitted with early-gen BP-51s, showed why the HiLux is an Aussie favourite. It's light, nimble and, with the right suspension, it floats over the chop.

Turning north onto the Hay River Track, the rhythm changed. We picked up speed, moving from the dune crunch to a faster valley run. The vegetation was thick, coolabahs and gidgee closing in on the track. We stopped at the Beachcomber oil well, a rusting monument to the past, and reflected on how far vehicle tech has come since those early exploration days.



WATER IN THE DRY

The strangest sight came near Poeppel Corner. The salt pans, usually blinding white baking sheets, were holding water. We were driving past ducks. Actual ducks. In the Simpson Desert!

The water meant mud and mud meant risk. Approaching Eyre Creek, we knew it was flooded. We sent the drone up for recon. The main crossing was too deep, a guaranteed drown-out. But the drone spotted a bypass. We pre-rigged recovery straps to the hitch receivers just in case but with steady momentum and low range, we pushed through the boggy bypass and onto the QAA Line.



THE BIG RED FINALE

The final day brought us to the big one: Big Red. It's the gatekeeper of Birdsville. The dunes leading up to it had been chopped up pretty bad by travellers running high pressures (don't get me started), but our MT64s and BP-51s soaked up the hits.

Lining up at the bottom of Big Red, there's always a bit of nerves. But one by one, we made the climb. Throttle steady, letting the tyres bag out and grab the sand. Standing at the top, looking back west over the path we'd travelled, was a moment. We'd brought 50 years of history across one of the toughest tracks in the country.

Rolling into Birdsville, airing up the tyres on the tarmac and heading to the pub for a schnitzel and a cold beer is the only way to end a trip like this. The Simpson threw flies, floods and soft sand at us, but the gear held up and the team held together.

That's what it's all about.
HERE'S TO THE NEXT 50.



Click here to explore the full 50 Year Trip series, including videos and stories from every leg of the journey.



**ALL-NEW
ASCENT
& CLASSIC**
CANOPY
RANGE

For years, ARB's canopy line-up has been part of everyday life. On the job, out on the tracks or just sitting in the driveway waiting for the next trip, the Ascent and Classic have been there through it all. Trusted, proven and familiar.

But like everything in the 4WD world, the environment around them hasn't stood still.

Vehicles have changed. The way people use their utes has shifted. Expectations around integration, fitment and flexibility have moved forward. And with that, ARB's canopy line-up has taken its next step.

Rather than reinventing the wheel, this next step builds on what's already been proven, refining it for how people use their vehicles today. The all-new Ascent and Classic canopies mark the next generation of ARB design, rolling out first on the MY26 Toyota HiLux, with more applications to follow.

DRIVING CHANGE

So how did we get here? It hasn't been one big turning point, more a series of changes that have been stacking up over time.

The first is visual. "Vehicle styling has changed quite a lot," says Matt Rust, Product Manager for Back of Ute. "The original Ascent design was starting to feel out of step with modern vehicle styling. We needed to bring that styling forward to match what's happening in the market."

Look at any current dual cab and the difference is obvious. Sharper lines, stronger edges and more defined surfaces. The canopy had to evolve alongside that.

The second driver is integration. In the past, canopy and cabin were often treated as separate pieces. Functional but not always working together. "What we've done now is start to manage the roof platforms as a system," Matt explains. "Cabin and canopy can now be aligned or set at different heights depending on how the vehicle is being used."

The third is feedback. Height, usability and fitment time have all been consistent talking points from ARB's network and customers alike. "We've had constant feedback around our canopies and how they interact with roof systems," Matt says. "People want that cleaner, more level look, but they also need flexibility depending on how they're using the vehicle."

Those three factors combined set the direction for what came next.



The Ascent has long sat at the premium end of ARB's canopy line-up. With this new generation, the goal wasn't to reinvent it but to bring it forward in a way that reflects modern vehicles and modern use.

The most immediate change is visual. The roofline has been lowered to better align with the cabin, creating a cleaner, more cohesive profile across the vehicle. Surface design has also been updated, with stronger shoulders and more defined lines that mirror the sharper styling seen in today's utes.

"We've kept the DNA," Matt says. "You can still recognise it as an ARB Ascent but we've pushed those lines further so it sits more naturally with modern vehicle design."

Updated side window profiles and refined detailing carry that theme through, giving the canopy a more planted, integrated stance.

One of the biggest shifts sits above the canopy. Rather than treating roof set-ups as a fixed solution, the all-new Ascent introduces a more flexible system that allows users to tailor their set-up to suit the job at hand.

"We've moved away from having a single solution for the canopy and the vehicle," Matt explains. "Now it's a system. You can run low set-ups for a clean profile or raised configurations to suit rooftop tents, awnings and heavier loads."

Integrated roof-mounted accessory rails and increased dynamic load capacity support that flexibility, allowing both ARB and third-party accessories to be configured in different ways depending on use.

It's a set-up that works for everything from day-to-day hauling through to fully built touring rigs.



While a lot of attention lands on what you can see, just as much has changed inside.

The internal frame system, previously a structural element hidden within the canopy, has been reworked into a functional mounting platform.

"They're still structural," Matt says, "but now they include a MOLLE-style pattern so you can mount accessories directly to them. Switches, compressors, lighting, storage. It all becomes usable space."

Combined with new side window storage options and improved integration with ARB's broader range of drawer systems and accessories, the canopy interior becomes far more adaptable to different set-ups.

Behind the scenes, one of the biggest gains comes from engineering. Fitting times for canopies have steadily increased over the years, driven largely by changes in vehicle design. For the new Ascent, reducing that complexity became a priority.

"We set a target of around two hours for fitment," Matt says. "Previous HiLux builds were closer to four-and-a-half hours so it's a significant reduction."

That's been achieved through simplified mounting systems, better use of vehicle hard points and a rethink of how structural and load-bearing components are handled.

The result is a canopy that's easier to install, with less complexity while still maintaining strength where it matters.

Alongside the major changes are a series of smaller refinements that improve the overall finish.

A new twin spoiler design allows consistent styling across different tub widths while maintaining manufacturing efficiency. At the rear, an injection-moulded tailgate cap creates a cleaner sealing surface and a more integrated OEM-style finish.

"They're small details," Matt says, "but they make a big difference in how the canopy feels on the vehicle."



While Ascent leads the charge, the Classic Canopy has undergone its own transformation. Long known as the dependable, no-nonsense option in the range, Classic remains true to that role but with a level of refinement that brings it closer in line with modern expectations.

The most noticeable change is the move away from the exposed bed rail.

"What that did was create a visual break between the canopy and the vehicle," Matt explains. "We wanted to remove that and give it a more integrated look."

The new at-rail mounting system achieves exactly that, allowing the canopy to sit cleanly on the tub edge and present a more factory-style finish.



It's a subtle shift but one that significantly changes how the canopy sits on the vehicle.

The Classic line-up has also been streamlined. The previous latch-style handles have been replaced with a refined single-handle design, giving the rear door a more modern and integrated feel with the option to add central locking.

"It's still a manual handle at its core," Matt says, "but now it's a single, consistent set-up that can be optioned with central locking where required."

It's a small change but one that lifts the overall finish of the canopy.

Under the surface, Classic now shares key elements with the Ascent. Roof height has been standardised to align with the cabin and both models utilise the same internal frame and roof system architecture. That

consistency brings both manufacturing efficiencies and improved compatibility across accessories.

"It's one set of parts across both models," Matt says. "That helps us internally but it also means customers get a more cohesive system overall."

Fitment improvements carry across to the Classic as well. Where previous models could take several hours to install, the new design reduces that to around 90 minutes.

"We've simplified the bracket systems and reduced the number of components involved," Matt says. "It's still a hard-mounted canopy, still strong, but much quicker to install."



DESIGNED AROUND REAL USE

Beyond the engineering and design, the real focus of the new canopy line-up is how it performs in the hands of the people using it.

For tradies, the ability to run long loads across the vehicle, adjust roof set-ups and maintain day-to-day practicality is critical. The new system allows for that flexibility, with configurations that can be adapted as needs change.

For tourers, the focus shifts to modularity. Rooftop tents, awnings, storage systems and electrical set-ups all need to work together without compromise.

“What we’re trying to do is give people options,” Matt says. “Different combinations that suit how they use their vehicle rather than locking them into a single set-up.”

It’s a shift towards adaptability, allowing the canopy to evolve alongside the build.

BUILT ON A GLOBAL VISION

Behind the product itself sits a significant development effort. “We started work on this towards the end of 2024,” Matt says. “Once we had access to the new HiLux, development moved quickly.”

Across ARB, PRO-FORM and ARB Thailand, more than 60 engineers contributed to the project, refining everything from styling through to structural design and manufacturing processes.

The scope also extends beyond Australia. With Truckman now part of the ARB group, the new canopy platform will play a key role in expanding production into the UK and European markets, with local manufacturing set to support growing demand.



BEHIND THE BUILD

ARB’s canopy development is driven from Australia, where engineering, vehicle scanning, design and validation are managed in-house from concept through to final production.

A major part of that capability comes through PRO-FORM, which joined the ARB Group in 2020. As a long-standing canopy manufacturing specialist, PRO-FORM manages shell tooling development and production processes using advanced thermoforming techniques.

Canopy shells are manufactured by ARB New Zealand, while windows and fabricated components are produced through ARB’s Thailand manufacturing operations. Final production is supported across four locations throughout Australia, helping maintain consistent quality, fitment and supply across the range.

Combined with ARB’s in-house engineering and testing programs, the setup allows the team to respond quickly to new vehicle platforms while maintaining the durability and finish the brand is known for.



WHAT COMES NEXT

The all-new Ascent and Classic canopies are now available for the MY26 Toyota HiLux.

From there, the rollout continues. “We’ll start with HiLux, then move into other platforms” Matt says. “Over time, you’ll see more of the range transition to this new design.”

At the same time, existing canopy models remain available across current applications, ensuring continuity for both new and existing customers.

THE NEXT CHAPTER

At the end of the day, it’s about how these canopies fit into everyday use. On the job, heading away for the weekend or setting up for something bigger, they’re built to work the way people actually use their utes now.

The changes might only show up in the details but that’s where they make the biggest difference. Easier fitment, more flexibility in how you set things up and a cleaner integration with the vehicle itself.

Still doing the same job they always have, just doing it a bit better.

All-new Ascent & Classic Canopy Range



CHOOSING BETWEEN THE TWO

BOTH THE ASCENT AND CLASSIC ARE BUILT ON THE SAME CORE PRINCIPLES BUT THEY’RE DESIGNED TO SUIT DIFFERENT PRIORITIES AND SET-UPS.

ASCENT

The Ascent sits at the premium end of the range, with a stronger focus on integration, refinement and flexibility. It’s designed to follow modern vehicle styling more closely, with a more seamless look across the vehicle.

It also offers greater flexibility when it comes to roof systems and internal set-up. Integrated mounting options, internal frames and compatibility with a wide range of accessories make it well suited to more complex builds.

Best suited to:

- Touring set-ups with rooftop tents, awnings and electrical systems
- Owners wanting a more integrated OEM-style finish
- Those planning to customise and build out their canopy over time

CLASSIC

The Classic is built around practicality, durability and simplicity. It delivers the same core canopy function, with a more straightforward design and fewer integrated features.

With its simplified structure and faster fitment, it’s a strong option for work-focused vehicles or anyone who wants a reliable, no-fuss set-up that gets the job done.

Best suited to:

- Tradies and commercial use
- Straightforward set-ups without complex accessory integration
- Customers prioritising simplicity, durability and value

In short, if you’re building a more involved touring set-up, the Ascent gives you the flexibility to do it properly. But if you want a dependable, hardworking canopy without the extras, the Classic keeps things simple and effective.

A LIFE-CHANGING WIN

THE CALL THAT CHANGED EVERYTHING

The call came through from ARB's General Manager for Sales in Australia, Lachlan Brosnan, and the reaction said it all. Shock, excitement, a bit of disbelief. In Mark's words, "This Earth Camper will change my family's lives." Not a bad way to sum it up.

A few weeks later, they rolled into ARB Canning Vale early on a Friday morning to collect their prize. Before heading off, the team fitted a REDARC Tow-Pro to their Pajero, setting them up for the trip home and everything that would follow. Then came the handover; keys in hand, a full walkthrough of the camper and plenty of smiles as it all started to sink in.

Asked how they were feeling, the answer came quickly. "Absolutely stoked. It's life-changing for us." It's easy to see why. For a family used to touring with a tent, the Earth Camper opens up a completely different kind of travel. More comfort, more capability and far fewer compromises when the tracks get rough or the weather turns.

Everyone's entered a comp and had that brief moment of imagining what it'd be like to win. Most of the time, it's just a passing thought. Every now and then, it turns into something real.

Running from June through to December last year, the ARB Earth Camper Giveaway gave customers across Australia and New Zealand a simple shot at something big. Just sign up to the mailing list and you were in the running. By the time entries closed, more than 55,000 people had thrown their hats in the ring, each one imagining where they might take it.

For Mark and Simone from Bunbury, that daydream turned into something very real.



LIFE AFTER THE TENT

For Mark and Simone, that shift is exactly what stood out. "We've loved our 4WDing and exploring but we've been doing it with a tent," they said. "Having the ability to jump into an Earth Camper with all the off road capability and that level of comfort... it changes everything."

So where to first? No big cross-country expedition for them just yet. Instead, something closer to home. A weekend somewhere in WA's south-west with good friends, a chance to get familiar with the set-up and a bit of space to enjoy it properly before the bigger trips start calling.

It's a fitting outcome for a milestone year. One very deserving family, one seriously capable bit of gear and a reminder of what draws people to this kind of travel in the first place. Sometimes all it takes is the right set-up... and a bit of luck.

WHERE CAPABILITY MEETS COMFORT

Seven years in the making, the Earth Camper was designed from the ground up as a purpose-built off road tourer, not a reworked caravan chasing the same destinations. It's compact on the move but cleverly laid out to transition into a fully equipped campsite in minutes, shifting between travel, overnight stops and longer stays without the usual set-up headaches.

Underneath, the engineering tells its own story. A tubular steel exoskeleton chassis brings strength and durability, paired with a suspension package developed specifically for the camper's weight and dynamics. Long trailing arms, vertically mounted shocks and custom-tuned Old Man Emu components all work together to keep things stable and controlled on uneven terrain.

Up top, it's a different world again. A hard-shell body keeps the elements out while still delivering a comfortable, well-insulated living space. The rear awning extends into a sheltered area for cooking and relaxing, while inside you've got a proper queen-sized bed, clever storage throughout, and lighting and power where you actually need it.

Speaking of power, the electrical system is built to support longer stays off grid. With a lithium battery, solar input and REDARC management system on board, it's set up to keep everything running smoothly without constant second-guessing. Add in a full kitchen with fridge, cooktop and integrated water system, and it starts to feel less like camping and more like bringing a well-organised basecamp along for the ride.

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SHIFTING SANDS:

ARB'S 50TH ANNIVERSARY IN THE ARABIAN DESERT

There are few places on Earth where the contrast between human engineering and ancient nature is as stark, or as beautiful, as the United Arab Emirates. It is a region where the future is built right on the edge of the eternal. For the Middle Eastern chapter of ARB's 50th Anniversary global expedition, we wanted to experience this duality firsthand. We weren't just here to drive; we were here to immerse ourselves in a place where off roading isn't merely a weekend hobby but a deeply ingrained way of life.

Our expedition team was a true reflection of the region's diverse off road community. We brought together ARB regional leadership, our dedicated Emirates team, brand ambassadors and passionate international distributors hailing from the UAE, Oman, Kuwait and India. It was a blending of cultures, united by a shared passion for the desert and the vehicles that allow us to explore it.



FROM GLASS TOWERS TO COASTAL MOUNTAINS

Our journey commenced in the heart of modern Dubai. Pulling out of the ARB showroom, our convoy rolled past architectural marvels that define the city's skyline. We cruised in the shadow of the Museum of the Future, its sweeping calligraphy gleaming in the morning sun, and the Burj Khalifa, a needle of glass and steel piercing the clouds. The energy of the city was palpable, a testament to modern ambition.

Yet, within hours, the metropolis faded in our rear-view mirrors as we set our compass for the east coast. Our destination was Dibba Al-Fujairah, where the rugged, sun-baked peaks of the Hajar Mountains meet the deep, clear blues of the Indian Ocean. Standing on the coastline, breathing in the salty marine air while looking at waters teeming with marine life against a mountainous backdrop, the transition from urban jungle to natural wonder was absolute.

But the true heart of the UAE beats in the sand. Turning inland, we left the coast behind and ventured toward the Al Marmoom Desert Conservation Reserve, home to the Al Qudra Lakes. These man-made desert oases are a sanctuary for wildlife and, as we navigated the area, we spotted graceful gazelles darting over the ridges, desert foxes seeking shade and a kaleidoscope of over 170 bird species flourishing in this arid environment.

It was here that the asphalt officially ended. We pulled over, the familiar sound of deflating tyres filling the air. We dropped our pressures down to roughly 10psi. In the fine, powdery sand of the Arabian desert, flotation is everything. With our footprints widened, we pushed into the dunes for our first real taste of Middle Eastern sand driving.

THE BEDOUIN WELCOME

As the golden hour descended, painting the dunes in shades of fiery orange and deep violet, we arrived at the Luca Camel Farm. This evening was dedicated to the rich heritage of the region. The transition from the high-tech modern world to ancient Bedouin traditions was complete.

The hospitality was immediate and overwhelming. We were treated to the quintessential desert experience: riding camels across the twilight sands, followed by a feast that engaged every sense. The aroma of spiced lamb and rice, freshly carved shawarma, sizzling shish taouk and warm pillowy khubz (bread) filled the camp. Sharing a meal in the desert is a profound bonding experience and language barriers quickly dissolved over plates of incredible Arabic cuisine.

The highlight of the evening, however, was an intimate interaction with the region’s most revered creature: the falcon. Listening to local handlers weave stories of survival, hunting and the deep bond between bird and human brought the history of the desert to life.

As night fell, the camp transformed. Traditional music echoed over the dunes, accompanied by dancing and the warm glow of the campfire. We eventually retired to our ARB swags, falling asleep beneath a brilliantly clear canopy of stars, deeply immersed in the soul of the desert.



SAND DRIVING TECHNICAL DO’S AND DON’TS

Sand driving is about a delicate balance between momentum and control, never brute force.

DO:

- **Lower tyre pressures** (around 10psi) to increase surface area and flotation.
- **Maintain consistent momentum** when climbing dunes.
- **Use smooth and progressive throttle inputs.**
- **Take wide, gradual turns** to avoid digging tyres into soft sand.
- **Read dune shapes** before committing to climbs or descents.
- **Approach dune crests carefully** to avoid sudden drop-offs.
- **Keep wheels straight** when possible to reduce resistance.
- **Travel in groups** and maintain communication between vehicles.
- **Carry essential gear** (straps, compressor, shovel, sand flag).

DON’T:

- **Don’t brake suddenly** on soft sand, this causes immediate bogging.
- **Don’t turn sharply** at low speed, this increases risk of tyre digging.
- **Don’t over-accelerate aggressively**, this leads to loss of traction.
- **Don’t crest dunes blindly**, always anticipate what’s on the other side.
- **Don’t run high tyre pressures** in sand, this reduces traction significantly.
- **Don’t stop halfway** up a dune unless necessary.
- **Don’t drive alone** in remote desert environments.

FALCONRY IN THE UAE MORE THAN A SYMBOL

The falcon stands as one of the most powerful national symbols of the United Arab Emirates, representing strength, pride, heritage and a deep connection to the desert landscape. For generations, Bedouin communities relied on falcons for survival, using their hunting skills in some of the harshest environments on earth. Falconry demanded patience, trust and precision, forming a unique bond between human and bird that still defines the practice today.

Rather than fading into history, falconry continues as a living tradition across the UAE, widely practiced and deeply respected. Its cultural significance has

been formally recognised by UNESCO as an Intangible Cultural Heritage, cementing its place on the global stage.

Falcons are treated with exceptional care in modern Emirati life, supported by dedicated hospitals, specialised training facilities and even passports that allow them to travel internationally. This blend of tradition and innovation keeps falconry relevant today, honouring its origins while embracing the present.

The falcon’s importance is further reflected in its place on the UAE national emblem, a constant reminder of the country’s heritage and enduring identity.



JOURNEY TO THE EMPTY QUARTER

Day two was about scale. We packed up our swags and pointed our convoy south for a massive 450-kilometre transit toward the Liwa region, located in the Al Dhafra region of Abu Dhabi.

As we drove, the environment changed subtly but profoundly. We were moving closer to the Rub' al Khali, the Empty Quarter, the largest continuous sand desert in the world, spanning an incomprehensible 650,000 square kilometres. The dunes grew larger, the spaces wider and the sense of isolation more magnificent.

Our destination was the Liwa International Festival: the beating heart of UAE off road culture. Arriving at the festival grounds is a sensory overload in the best possible way. It is a sprawling, high-energy metropolis built entirely on the sand, dedicated to the celebration of motorsport, community and desert camping.

We integrated our ARB convoy into this massive gathering. Everywhere you looked, there were modified 4WDs, purpose-built dune machines and extravagant desert camps. The social energy was infectious. As evening approached, our ARB camp became a hub of activity. The music started up, food was shared with neighbouring camps and the dancing continued deep into the night. It became brilliantly clear that in the UAE, off roading is not an isolated pursuit; it is a highly social, communal celebration.



LIWA FESTIVAL

Set against a backdrop of endless dunes, the Liwa International Festival has grown into one of the UAE's largest celebrations of community, performance and desert life. Held each year, the festival runs for around 23 days during the cooler winter months, drawing thousands of visitors, from local families to international off road enthusiasts.

At its heart is Tal Moreeb, a towering dune rising roughly 300 metres, widely regarded as one of the tallest and most technically demanding in the region. Here, high-powered dune climbs and competitive racing unfold under bright floodlights, with an extraordinary mix of machinery on display, from heavily modified 4WD tourers to purpose-built, high-horsepower dune weapons.

Beyond the motorsport, the festival offers a rich cultural experience, blending adrenaline with tradition. Expansive food stalls serve local cuisine alongside live music and entertainment, creating an atmosphere that shifts as the sun dips. Daytime energy gives way to relaxed evenings filled with desert camps, conversation and storytelling, turning the event into something far greater than racing alone, a true celebration of desert culture in motion.



THE GIANT: TAL MOREEB

We woke on day three to the smell of traditional stewed fava beans being prepared for breakfast, the perfect fuel for the physical day ahead. Looming over the festival like a golden mountain was our playground: the legendary Tal Moreeb dune. At approximately 300 metres high with an aggressive 50-degree slipface, it is a monument to the scale of the Arabian desert.

Today was purely about off road performance in extreme sand environments. The terrain here is challenging: fine, powdery sand that swallows momentum, combined with wind-packed, highly technical ridgelines.

Our diverse convoy hit the dunes. The local off roaders in our group demonstrated an

absolute masterclass in sand driving. It was a beautiful display of smooth throttle modulation, wide sweeping turns to maintain flotation and the precise momentum-based climbing required to conquer these massive faces.

Amidst the high-horsepower dune climbers, our ARB Earth Camper drew a crowd. Positioned right in the heart of the action, the Earth Camper was showcased as the ultimate desert-ready overlanding solution. In a culture that values spending extended time deep in the dunes, a rugged and highly capable camper that can survive the harsh terrain and provide a luxurious basecamp is highly prized. It looked perfectly at home beneath the shadow of Tal Moreeb.



A UNIVERSAL LANGUAGE

As the sun set on our final day in Liwa, casting long, dramatic shadows across the endless ridges of the Empty Quarter, the emotional weight of the trip settled over the group.

This leg of our 50th Anniversary tour was unique. It wasn't about surviving mud or conquering jagged rocks; it was about immersing ourselves in a culture where the desert is in the blood. It showcased how ARB gear isn't just about utility; it's about enabling a lifestyle, facilitating community and bridging international borders.

Sitting around the fire with our partners from Kuwait, Oman, India and the UAE, sharing one last meal, it was obvious that while our landscapes may differ, our passion is identical. Exploring the unknown, sharing a campfire and relying on trusted gear to get you home safely. That is the universal language of overlanding.

From the gleaming towers of Dubai to the 300-metre peaks of Liwa, this was a fitting, deeply cultural celebration of half a century of adventure. The ARB global journey continues.



Click here to explore the full 50 Year Trip series, including videos and stories from every leg of the journey.

DIALLED IN

OME Suspension Range

OME Suspension Range

Spend enough time around 4WDs and you start to notice a pattern. The rigs that feel planted, predictable and comfortable aren't always the flashiest builds. They're the ones that have been set up properly underneath. Suspension is the quiet achiever. You don't see it but you feel it every kilometre, from smooth blacktop through to corrugations that rattle your fillings loose.

The thing is that most vehicles leave the factory built for a pretty narrow brief. A bit of commuting, a bit of gravel, a family load on the weekend. Start setting a vehicle up for real-world use and the factory suspension can start to feel out of its depth. That's where a proper suspension system comes into its own and it's exactly the space ARB's Old Man Emu range has been built around.



Engineered In

One of the biggest misconceptions around suspension upgrades is that you're just swapping in a set of springs and shocks and calling it a day. In reality, a well-developed system is far more involved than that.

When a new vehicle lands at ARB, the first step isn't bolting parts on and seeing what fits. It gets pulled apart on paper first. Corner weights are measured, the entire vehicle is scanned and it's driven in standard form to understand how it behaves on road and off it. That includes testing at light load and right up to GVM, because a dual cab that spends its life empty drives very differently to one loaded for a big lap.

From there, the OME engineering team digs into the details. Spring rates, damper curves, bump stop positions, driveshaft clearances, suspension travel. It all gets analysed so the new system works as a complete package, not just a collection of parts bolted together.

That matched approach is the backbone of OME. Springs support the weight and control ride height. Shock absorbers manage the energy in the system and keep everything settled. Get the pairing right and the vehicle feels composed, predictable and comfortable. Get it wrong and it can feel like a handful. That's why OME doesn't do one-size-fits-all kits. Most vehicles end up with multiple options, each tuned around how the owner actually uses it.

A Shock for Every Kind of 4WD

Within that bigger system, the shock absorber is where a lot of the feel comes from and it's where the OME range really opens up. Nitrocharger Plus, MT64 and BP-51 aren't three versions of the same thing. They're three distinct solutions, each aimed at a different kind of 4WD owner.

There's a natural progression through the range, starting with a proven, reliable upgrade, moving into premium touring performance and finishing with a fully adjustable, high-end set-up for those chasing maximum control.

NITROCHARGER PLUS: THE PROVEN WORKHORSE

Nitrocharger Plus sits at the foundation of the OME range and it has earned its reputation the hard way, through years of use in some of the harshest conditions going around.

At its core is a twin-tube design, built with durability front of mind. The steel outer body acts as a shield for the internal components, which is a big deal once you leave the bitumen and start dealing with rocks, ruts and everything else that gets thrown underneath a 4WD. It's a design that's been refined over decades and the latest Nitrocharger Plus builds on that with a series of incremental improvements. Larger piston rod, increased oil capacity, updated valving options and



improved internal components all add up to better control and longer-term performance.

What you end up with is a shock that does exactly what most 4WD owners need. It handles added weight from accessories, improves ride quality over rough roads and keeps things predictable without needing constant adjustment or attention. It's the kind of set-up you fit, drive and trust to do its job day in, day out.

For touring rigs, daily drivers with a bit of gear bolted on or anyone chasing a solid and dependable upgrade over factory suspension, Nitrocharger Plus is right in its element.

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THIS GEAR





OME Suspension Range

the system can be tuned to suit, rather than compromising ride quality or stance.

Out on the track, it all comes together in a way that feels controlled without being harsh. There's a noticeable reduction in fade over long, rough sections and the hydraulic end-zone control helps take the sting out of full extension events. It's a set-up that suits vehicles doing serious touring work, towing or carrying consistent loads, where comfort and control over distance really matter.

If Nitrocharger Plus is the reliable all-rounder, MT64 is the long-haul specialist.

BP-51: THE TOP SHELF OPTION

At the top of the tree sits BP-51 and this is where the engineering gets properly interesting.

The BP-51 is a bypass shock with a 51-millimetre bore, featuring a remote reservoir and a position-sensitive internal design. That internal bypass technology allows the shock to deliver softer damping around normal ride height, then ramp things up significantly as the suspension moves deeper into its travel. The result is a vehicle

that feels composed and comfortable in everyday driving, but firms up when it needs to deal with bigger hits, ruts or sudden changes in terrain.

On top of that, BP-51 gives the driver the ability to fine-tune compression and rebound damping independently. Ten clearly defined settings make it easy to adjust the set-up to suit changing conditions, from highway cruising through to technical off road work. Ride height can also be adjusted on applicable coilover set-ups, allowing further tuning to match the vehicle's load and configuration.

It's a system that rewards those who like to dial things in. Heading off on a long highway stint, then transitioning into rough tracks? A quick adjustment can shift the vehicle's behaviour to suit. Add in the improved control, increased resistance to bottoming out and the overall composure through challenging terrain, and it's clear why BP-51 sits at the premium end of the range.

This is the choice for drivers who want maximum performance, adaptability and control, especially in demanding conditions.



MT64: BUILT FOR BIG DISTANCES

Step up into MT64 and things start to get more serious, especially for those who rack up kilometres or spend long stretches off the beaten track.

The big difference here is the monotube design and the massive 64-millimetre bore. That larger internal volume means more oil, which helps manage heat far more effectively when you're pushing through corrugations or covering big distances in tough conditions. Heat is the enemy of consistent damping, so keeping temperatures under control goes a long way towards maintaining performance over time.

The MT64 also uses a hard-anodised aluminium body, which further improves heat dissipation while keeping weight down. Internally, the larger bore allows for bigger shims and more precise tuning, giving engineers greater control over how the shock behaves across different conditions.

Another key feature is the adjustable spring seat on strut assemblies, which allows ride height to be set to suit accessory weight. Add a bar, winch or other gear up front and



Latest Applications

As new vehicles hit the market and existing platforms evolve, OME continues to expand its range with vehicle-specific applications designed around the same engineering process, giving more owners access to a properly matched suspension system.

What ties the entire OME range together is the way everything is developed as a complete system, tuned to suit real-world use.

From Nitrocharger Plus through to MT64 and BP-51, each option has a clear place. It comes down to how the vehicle is used, how much weight it carries and what kind of driving it sees most often. When you get that right, your vehicle feels more stable, more comfortable and far more predictable, no matter what's under the tyres.

That's where OME stands out. It gives 4WD owners the ability to choose a suspension system that actually suits their set-up, backed by engineering that's been developed, tested and proven right here in Australia.



OME Suspension Range

Vehicle	Kit	Key Engineering Focus	Highlights
Kia Tasman	MT64 Suspension Lift Kit	Improved control, heat management, load carrying	Approx. 40mm lift, vehicle-specific tuning, Australian engineered
Mitsubishi Triton MV	GVM Upgrade Kit	Increased payload, maintained ride quality and compliance	3,620kg GVM, +420kg payload, requires 300kg constant load
Toyota LandCruiser 76 Series	Parabolic Spring & Air Bag Lift Kit	Comfort unloaded, support under load, improved articulation	Adjustable air bag support up to 600kg, reduces rear sag
INEOS Grenadier	BP-51 Suspension Lift Kit	Maximum control, adjustability, off road performance	Position-sensitive bypass tech, fully tuneable damping
Toyota HiLux MY26	Suspension Lift Kits (Nitrocharger Plus, MT64, BP-51) & 3,650kg GVM upgrade	Complete platform coverage from daily use through to heavy-duty touring and load carrying	Includes Nitrocharger Plus, MT64 and BP-51 options, plus engineered GVM upgrade with matched suspension and 300kg constant load requirement
Nissan Navara D27	Nitrocharger Plus Suspension Lift Kit	Improved ride control and complete platform coverage	Approx. 50mm lift, vehicle-specific tuning, suited to touring and work applications
Ford Ranger Super Duty	MT64 Suspension Lift Kit	Heavy-duty load carrying and control under constant loads	Approx. 40mm lift, vehicle-specific tuning, Australian engineered
Toyota Tacoma	MT64 Suspension Lift Kit	Achieving up to 3" lift and clearing 35" tyres without compromising ride quality, handling or off-road performance	Fully assembled MT64 coilover kit ready to install out of the box, mid-travel design provides additional wheel travel over OE, no specialist workshop tools required
Toyota 4Runner	MT64 Suspension Lift Kit	Improved off-road capability, comfort and traction through increased wheel travel and vehicle-specific tuning	Fully assembled MT64 coilover assembly with adjustable 1.75-3" lift, clears up to 35" tyres, mid-travel shocks provide additional travel over OE for improved performance and comfort

Alpine Peaks *TO* Atlantic Sands

*THE GRAND TOUR OF
ARB'S 50TH*

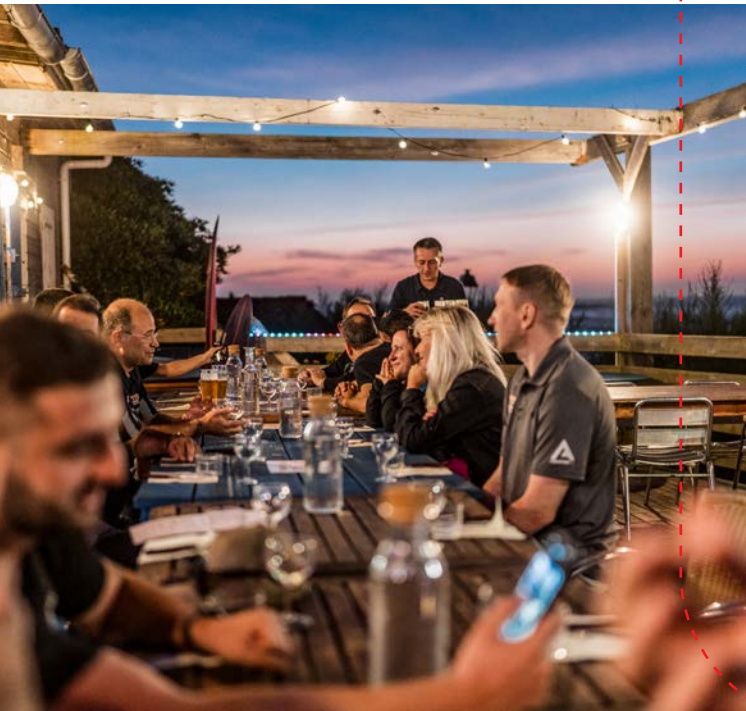
Words by Tomáš Vobr
Photography by Peter Sala

Europe is a continent of density and diversity. In the space of a single day, you can cross three borders, speak four languages and drive from glaciated peaks to sun-drenched vineyards. To celebrate ARB's 50th Anniversary here, we couldn't simply stay in one place. We needed a route that mirrored the longevity and reach of our network, a journey from the heart of the Old Continent to the edge of the Sahara.

We began not on dirt but amidst the limestone cathedrals of the Italian Dolomites. Gathering under the shadow of Piz Boè and Sassolungo, the air was crisp and the mood celebratory. This wasn't just a convoy of vehicles; it was a reunion of family. Joining the convoy at different stages were long-time ARB partners who have carried the

brand across Europe for over 25 years. The Technique team from Italy were there from the outset, with Alessandro Arada stepping in for the Morocco leg, while Juan Carlos Fernández from Promyges joined in Spain. In France, Mehdi Ben Meftah from Outback Import came aboard, with Per Bertelsen and Igor Ručman from Mamut 4x4 continuing on from Spain through to Morocco.

Our fleet was a cross-section of the European market, modern platforms equipped to navigate both the highways, smaller regional roads and the dunes. As we departed the Alps, aiming our compass west, the reality of European logistics hit us: a two-hour delay at the Fréjus Tunnel. Yet, even in traffic, the camaraderie held, fuelled by Italian culinary hospitality passed between windows.



*FROM THE
HEART OF
THE OLD
CONTINENT
TO THE
EDGE
OF THE
SAHARA.*



Volcanoes, Vineyards & Vigilance

Crossing into France, the landscape softened. We drove through the Auvergne Volcanoes Regional Park, a green, rolling plateau that feels ancient and dormant. The kilometres ticked by as we pushed for the Atlantic coast, arriving in Bidart just in time to see the sun dip into the ocean, a stark contrast to the alpine sunrise of the previous day.

Before crossing into Spain, the journey demanded a moment of mechanical vigilance. A rear differential oil leak was detected on our Ford Ranger. In true overland fashion, it wasn't a crisis, but a problem to be managed.

We stopped in Bayonne, working with local Isuzu and Ford dealers for a thorough inspection. Confirmed safe to continue, we pressed on into Spain, the incident serving as a reminder that machines, like people, need care on long journeys.

Spain offered us a different kind of craftsmanship. At the Dehesa De Los

Canónigos winery, we were given a guided tour by the owner. Standing in the cool cellars, tasting wines aged with patience and precision, I saw a parallel to our own industry. Just as a good vintage cannot be rushed, the reputation ARB has built in Europe over decades is the result of time, consistency and quality.

Earlier in the day, we had passed the old windmills at Molinos de Viento de Consuegra, their whitewashed towers standing watch over the plains with sweeping views across central Spain. Against the wide Castilian horizon, they felt like quiet custodians of another era, monuments to endurance and ingenuity that have withstood centuries of change.

Leaving the pavement, we entered the Sierra de Andújar Natural Park in Andalusia. Guided access allowed us onto dirt tracks that wind through protected cork oak forests and past the impressive Jándula Dam. The dust here was warm, the air smelling of pine and dry earth, a sensory prelude to Africa.



Crossing the Strait

Day five marked the great divide as we turned our sights south toward Tarifa. The landscape began to shift, the air carrying a faint hint of salt long before the sea came into view. Driving onto the ferry and watching the continent of Europe slowly recede while Africa grows larger on the horizon is a moment that never fails to stir the soul. It feels like stepping between chapters, leaving one continent behind and rolling steadily toward another.

We rolled into Tangier and the culture shock was immediate. The organised lanes of Europe vanished, replaced by the dynamic, sensory chaos of Moroccan traffic. It requires a different kind of focus, aggressive yet defensive. We navigated the medina streets before pushing south past Casablanca and Marrakesh, aiming for the silence of the desert.

MONUMENTS TO ENDURANCE AND INGENUITY





The Dunes of the Maghreb

Arrival at the Agafay Desert marked the true beginning of our off road test. The terrain here is rocky, stark and beautiful. That night, under a canopy of stars, we enjoyed a traditional dinner with Bedouin music but the conversation quickly turned technical. We discussed tyre pressures (dropping to 17 psi) and the momentum required for the days ahead.

The Tamri sand dunes are a playground for the prepared. Driving these massive drifts of sand requires a heavy foot and a light touch. You must maintain momentum to float but steer gently to avoid digging in. Our heavier vehicles, laden with fuel and gear for the long haul, had to fight gravity. The Old Man Emu suspension worked hard, absorbing the G-outs at the bottom of the dunes and keeping the tyres in contact with the shifting surface.

Our grand finale was White Beach, a 40-kilometre stretch of pristine Atlantic coastline south of Agadir. This was the ultimate overland reward. We drove the surf line, the salty mist cooling the engines, navigating rocky headlands and desert wadis that emptied into the sea. It was a test of recovery readiness and team driving, reading the sand for soft spots and finding the line together.

We had driven from the snowy peaks of the Alps to the sands of the Sahara. We crossed six countries on our European trip, from Czech republic (our European head office) through Austria, Italy, France, Spain to the incredible Morocco/ We engaged 4WD on two continents, but more importantly, we had strengthened bonds with partners who are more than just business associates; they are the custodians of the ARB legacy in Europe.

Before turning south for our final coastal run, we slowed the pace and traded horsepower for something far older. We spent time riding camels along the edge of the dunes, one of them proudly introduced as Maria, Queen of the Moroccan desert. It was a reminder that long before diffs and dampers, this landscape was crossed at a far gentler rhythm. We followed it with a traditional tea ceremony overlooking the Atlantic, tea leaves steeping in silver pots as the ocean rolled below. For a moment, the dust settled and the journey felt less about distance and more about perspective.

As we aired up the tyres one last time, I felt a profound sense of accomplishment. Europe is old but the spirit of adventure here is forever young.



Click here to explore the full 50 Year Trip series, including videos and stories from every leg of the journey.



*THE TAMRI SAND DUNES
ARE A PLAYGROUND FOR
THE PREPARED*



ADventure AFTER DARK



The Night Hawk ADV Driving Lights have been designed to strike a balance between performance, durability and ease of use, making them a practical option for both off road enthusiasts and everyday drivers. Available in seven-inch and nine-inch kits, the range delivers reliable lighting performance without the premium price tag, backed by Australian testing and a high-quality build.

At the core of the ADV range is a multi-LED and reflector design that blends reach and spread, helping drivers see further down the track while also improving peripheral visibility. The seven-inch model features 23 LED chips, while the nine-inch steps

up to 27, both producing a 5700K colour temperature for a bright, natural white light. This combination results in strong illumination, with the nine-inch variant reaching up to 1,285 metres at one lux.

Built to handle harsh conditions, the lights use a high-impact polycarbonate lens paired with a die-cast aluminium housing, finished with a UV-stabilised coating for long-term protection. They are also rated to IP68 and IP69K standards, meaning they are fully dustproof and capable of withstanding water submersion and high-pressure cleaning.

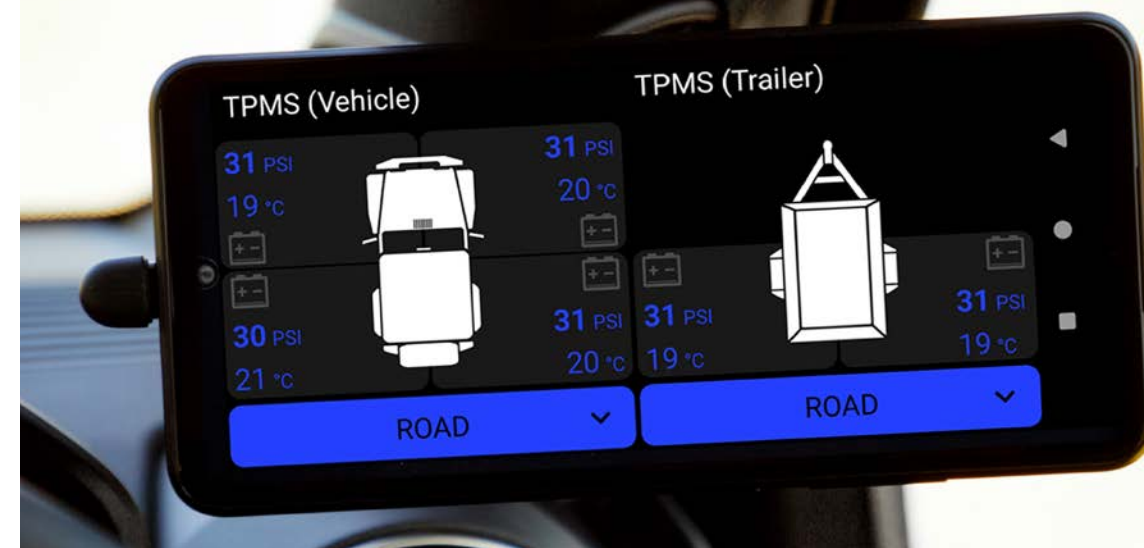
Ease of installation and operation is another key focus. Each kit includes a plug-and-play wiring harness, with a simple on/off switch and no complex modes or settings required. A heavy-duty mounting system with stainless steel brackets ensures the lights remain secure, even across rough terrain.



Additional features such as three interchangeable protective covers (amber, blackout and clear), advanced thermal and voltage management, and electronic interference shielding round out the package, helping maintain consistent performance in demanding environments. Backed by a three-year warranty, the Night Hawk ADV Driving Lights are built to deliver dependable lighting across a wide range of driving conditions.



LINX UPDATE 1.17



ARB's LINX system has always been about bringing order to the chaos of switches, wires and add-ons that come with a well set-up touring vehicle. With the release of Version 1.17, that idea takes another step forward, delivering smarter integration, simpler installation and even more flexibility for the way people use their vehicles.

At its core, LINX replaces a scattered dashboard with a single, easy-to-use control hub, putting everything from lighting to compressors within reach. This latest update builds on that foundation with improved accessory integration, including seamless compatibility with the REDARC Smart Battery Monitor. The result is real-time visibility of your battery system, from voltage and current flow through to state of charge



and time to full or flat, all displayed directly through the LINX interface.

Installation has also had a serious rethink. Thanks to integration with ARB CAN Connect, compatible vehicles can now feed key signals into the system through a single wire. That means less time chasing individual inputs, no need for splicing into factory wiring and a cleaner, fully reversible fitment. In many cases, install time is cut in half, making it quicker for workshops and easier for customers. Like any smart system, LINX works best

when it's up to date. It was designed as an evolving platform, which means new features and improvements can be rolled out through software updates, giving existing users access to added functionality without needing to replace hardware or pay extra. Keeping your system current ensures you're getting the most out of everything LINX has to offer, from performance through to usability.

If you're not sure where to start, your local ARB store is a good place to drop in. The team can walk you through the update process and make sure your set-up is running exactly as it should, so you can get back to using it, not thinking about it.





ARB Rockingham



ARB Griffith



ARB Launceston

NEW ARB LOCATIONS & UPGRADES

Fifty years is a long time in any industry. Long enough to see trends come and go, vehicles evolve beyond recognition and entire regions open up to touring in ways that once felt out of reach. But if there's one thing that hasn't changed across ARB's five decades, it's this: it has never been about standing still and admiring the milestone. It has always been about what comes next.

Part III of ARB's 50-year story looks forward as much as it looks back. And across 2025,

that future took on a very real shape, not in concept drawings or long-term plans, but in bricks, concrete, hoists and showroom floors across Australia and beyond. New stores, upgraded flagships and long-standing partners doubling down on their commitment all tell the same story: the network is still expanding, still investing and still evolving to meet a growing community of 4WDers.

Because while the vehicles have changed and the gear has become more refined, the appetite for getting out there hasn't lessened one bit.



ARB Warrnambool

LEGACY UPGRADED

In some places, growth looks like something brand new. In others, it looks like strengthening something that's already been part of the landscape for decades.

Take **ARB Newcastle**, for example. As NSW's oldest ARB store, its story stretches back to the early 1980s. Over the years, it's passed through three generations of 4WD experts, building a reputation across the Hunter Valley for quality products, expert advice and genuine service.

In 2025, that legacy took a step forward with a full upgrade to flagship status. It's the kind of move that says a lot without needing to shout about it. After decades of serving the region, the investment reflects not just where the store has been but where it's going next.

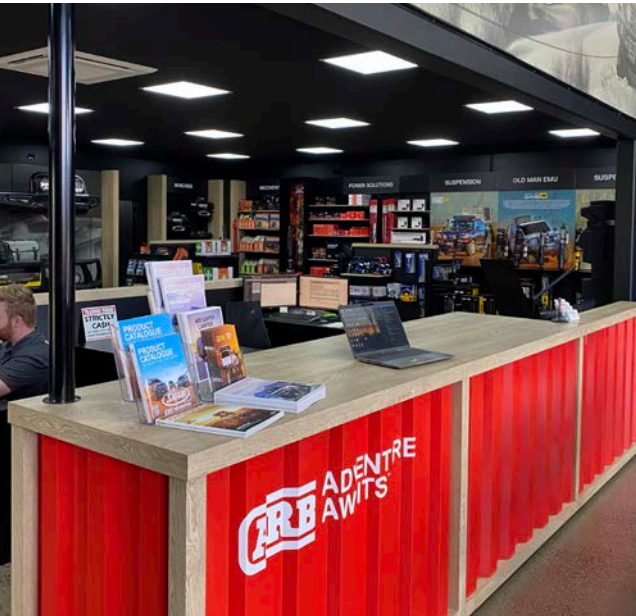
A similar story played out in **Penrith** where long-time owner Nick Manell, with more than 20 years in the ARB network, completed a flagship upgrade of his store. What began in 2010 has grown into one of the largest 4WD accessory hubs in Sydney's west, servicing a huge catchment stretching from the foothills of the Blue Mountains to the expanding suburbs beyond.

And down in Tasmania, **ARB Launceston** stepped into its next phase, upgrading to a flagship store with a team deeply embedded in the local touring scene. It's a place where advice comes not from a catalogue but from experience earned on tracks, trails and remote corners of the state.

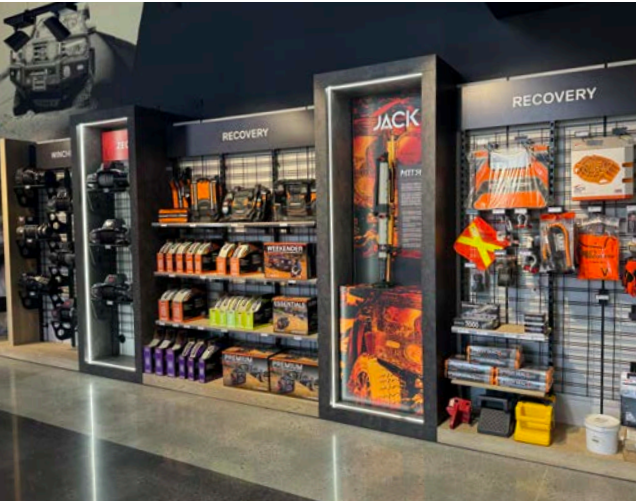
These upgrades are all about keeping pace with the customers who rely on these stores, many of whom have been part of the journey for years.



ARB Warrnambool



ARB Warrnambool



ARB Warrnambool



ARB Midland



ARB Rockingham



ARB Griffith



ARB Midland

WEST COAST MOMENTUM

If there's one area where the momentum really stands out, it's Western Australia.

In Rockingham, a long-term stockist made a significant leap forward, investing in a brand new 513- square metre showroom to become **ARB Rockingham**. Complete with a large workshop, warehouse facilities and one of the biggest ARB showrooms in the state, it's designed to handle everything from individual builds to full fleet fit-outs.

Not far away, **ARB Midland** opened in Perth's rapidly growing eastern suburbs. With a well-stocked showroom and multiple workshop bays, it's another example of building capacity where it's needed most. As the surrounding area expands, so too does the demand for vehicles set up for work, travel and everything in between.

Together, these stores strengthen ARB's footprint across WA, a state where distance is part of daily life and having the right set-up isn't just a convenience, it's essential.

MORE THAN JUST BUILDINGS

It's easy to look at a list of new stores and upgrades and see numbers. Locations. Square metres. Opening dates. But behind each one is something a bit more human.

There are the family connections, like the Black family in Newcastle, who've been part of the ARB journey for decades.

There are the long-term partners stepping up, like the team behind Rockingham.

There are the enthusiasts turning their passion into a profession, like the teams in Mittagong and Griffith who spend their downtime exploring the same tracks their customers are planning to tackle.

And then there are the customers themselves. The tradie fitting out a ute for the work week. The family getting ready for a school holiday trip. The couple mapping out their first big lap. These stores exist because of them.

NEW PINS ON THE MAP

At the same time, 2025 saw ARB plant new flags in regions where the demand for quality gear and expert support continues to grow.

In Victoria's south-west, **ARB Warrnambool** opened its doors along Raglan Parade, just off the iconic Great Ocean Road. It's a region defined by rugged coastline, changing weather and easy access to some of the country's most scenic touring routes. The new store brings a full range of ARB accessories to locals and travellers alike, backed by a team ready to help plan everything from quick coastal escapes to longer adventures inland.

Further north in Victoria, **ARB Mildura** now sits at the heart of the Mallee region, a natural gateway to outback touring. With a flagship showroom, warehouse space and multiple

fitting bays, it's built to support everything from weekend trips along the Murray to full-scale lap preparations.

Across the border in New South Wales, **ARB Mittagong** and **ARB Griffith** add two more key locations to the network. Mittagong, positioned just off the old Hume Highway, offers easy access for travellers heading between Sydney and Canberra, while Griffith places ARB right in the middle of one of the state's most productive inland regions. Both stores are built around the same idea: knowledgeable teams, strong product range and a focus on helping customers get the most out of their vehicles.

Each new location adds another piece to the puzzle, closing gaps, strengthening coverage and making it easier for customers to access the gear and support they need.



Daniel McMahon, Mungo National Park



Dean Goggins, Travelling through Anna Creek Station from William Creek

Roads We've Travelled

COMPETITION WINNERS

Some roads stick with you long after the dust settles. For our Roads We've Travelled competition, we asked you to share the tracks, trails and quiet stretches that shaped your adventures... and the response delivered in spades! From red dirt ribbons to rocky climbs and well-worn paths to camp, these are the standout stories that captured what it really means to get out there.



Dave Burgess, Great Alpine Road



Kimy Lee, Milparinka, Corner Country



Paul Clements, Googs Track on the way to Mount Finke

Camp Dog Duties

COMPETITION

From first light to the last crackle of the fire, every good camp has one constant: the dog on duty. For this edition's comp, we want to see your four-legged crew earning their keep. Maybe they're keeping watch by the swag, stationed at the awning like head of security or patiently waiting by the fridge for their next shift snack. Show us your dog in action at camp, capturing the personality, humour and loyalty that make them more than just a travel companion.

Send your photo, name and address to promotions@arb.com.au

Competition closes 30 September 2026.



ARB STORES

VICTORIA

- Bairnsdale (03) 5152 1226
- Ballarat (03) 5336 4605
- Bendigo (03) 5445 7100
- Brighton (03) 9557 1888
- Dandenong (03) 9793 0002
- Echuca (03) 5480 2600
- Geelong (03) 5272 2611
- Hoppers Crossing (03) 9749 5905
- Keilor Park (03) 9331 7333
- Kilsyth (03) 9761 6622
- Melton (03) 8746 4992
- Mildura (03) 5021 3213
- Mornington (03) 5929 7157
- Pakenham (03) 5940 5500
- Sale (03) 5144 7990
- Shepparton (03) 5822 1877
- Somerton (03) 9460 9988
- Traralgon (03) 5174 9190
- Warragul (03) 5623 5599
- Warrnambool (03) 5561 4354

TASMANIA

- Hobart (03) 6232 2333
- Launceston (03) 6331 4190

QUEENSLAND

- Biggera Waters (07) 5537 8800
- Bundaberg (07) 4153 2929
- Burleigh Heads (07) 5535 9223
- Caboolture (07) 5499 1955
- Capalaba (07) 3823 5900
- Cairns (07) 4035 3350
- Caloundra (07) 5491 4500
- Coopers Plains (07) 3277 2020
- Jindalee (07) 3715 6400
- Nundah (07) 3266 3255
- Mackay (07) 4998 6888
- Maroochydore (07) 5475 4011
- North Lakes (07) 3491 9600
- Rockhampton (07) 4922 7788
- Springwood (07) 3493 3030
- Toowoomba (07) 4632 1122
- Townsville (07) 4728 0900

SOUTH AUSTRALIA

- Edwardstown (08) 8293 3225
- Elizabeth (08) 8252 1599
- Morphett Vale (08) 8186 6101
- Regency Park (08) 8244 5001

ACT

- Fyshwick (02) 6280 7475

NEW SOUTH WALES

- Albury (02) 6021 2477
- Artarmon (02) 9438 4484
- Brookvale (02) 8507 3073
- Dubbo (02) 6885 5777
- Gosford (02) 4324 0489
- Griffith (02) 6964 3030
- Mittagong (02) 4811 1710
- Moorebank (02) 9821 3633
- Narellan (02) 4648 1900
- Newcastle (02) 4953 9555
- Orange (02) 6369 0700
- Penrith (02) 4731 1266
- Port Macquarie (02) 6584 9218
- Rutherford (02) 4953 1111
- Seven Hills (02) 9631 7889
- St Peters (02) 9565 2455
- Tamworth (02) 6767 9700
- Thornleigh (02) 9980 8855
- Wagga Wagga (02) 6925 8777
- Windsor (02) 4587 7114
- Wollongong (02) 4225 2050

WESTERN AUSTRALIA

- Bunbury (08) 9721 2099
- Canning Vale (08) 9455 4366
- Cockburn (08) 9417 3197
- Geraldton (08) 9921 8077
- Karratha (08) 9144 6501
- Mandurah (08) 9583 3200
- Midland (08) 9374 0777
- Osborne Park (08) 9244 3553
- Rockingham (08) 9529 2229
- South Hedland (08) 9160 4900
- Wangara (08) 9409 5764
- Welshpool (08) 9358 3688

NORTHERN TERRITORY

- Alice Springs (08) 8953 0572
- Darwin (08) 8947 2262

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