



**ARB X TOYOTA USA,
AN EXCITING PARTNERSHIP**

SELL-A-BRATION

ARB and Toyota have joined forces to introduce an exciting collaboration: the Trailhunter trim. This partnership aims to enhance the off-road capabilities and ruggedness of Toyota vehicles, catering to enthusiasts who crave adventure beyond the beaten path.



MARKETING COMMUNICATION

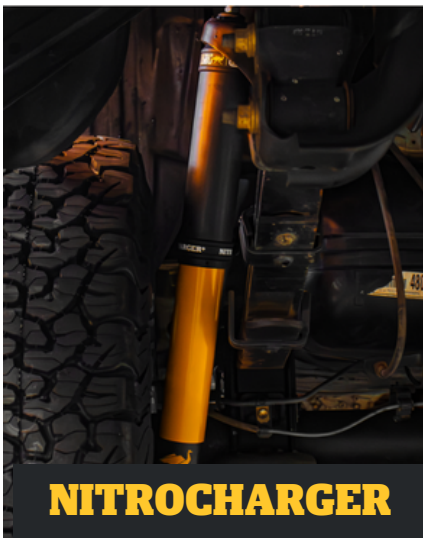
NEW RELEASE

In sell-a-bration of this exciting new partnership ARB will be launching an online rebate promotion across its existing line-up of Old Man Emu suspension shock absorbers.

REBATE OFFER

The Spring 2024 Old Man Emu promotional campaign will drive sales via the following rebate offer:

- Buy a set of four (4) Nitrocharger Suspension Shocks/Struts, receive a \$100 rebate.
- Buy a set of four (4) MT64 Suspension Shocks/Struts, receive a \$200 rebate.
- Buy a set of four (4) BP-51 Suspension Shocks/Struts, receive a \$300 rebate.



TERMS AND CONDITIONS

- Promo Dates: May 14 to June 30
- Orders must be placed during this time.
- Consumers will have until July 31 to redeem their rebate.
- The rebate will be in the form of a prepaid visa or Mastercard.