

Note: I was not hired by ARB to write this. Rather it gives you an idea of the high quality work I can do for you.

For comparison, the original page is here: <https://www.arb.com.au/about/>

Web Page: ARB Story

In The Beginning...

A Road Trip To Remember

Way back in 1975, young Tony Brown from Melbourne hit the road. It turned out to be a journey that would change the face of 4WDing in Australia.

Tony's road trip took him across the Top End of Australia. Even today this is a remote trek through some wild country and rough tracks. But back in 1975, the roads were much worse.

Tony quickly discovered most 4WDs were not suited to the brutal conditions the Outback serves up day in, day out.... endless corrugations, extreme temperatures and heavy loads.

Owners had improvised, doing homemade mods and adapting equipment to fit their vehicle. Damaged bullbars, broken roof racks and sagging suspension were common.

The Seeds Of An Idea

Tony's mind started to tick over as he pushed his Series 1 Land-Rover to its limits.

He'd modified the Landie in his garage at home and it was copping everything he could throw at it. Tony had spent much of this trip fixing other people's broken 4WDs. Maybe there was a market here...

A market for high quality, durable equipment. Equipment that would take the brutal punishment of the Outback.

Tony was inspired. When he arrived back home in Melbourne, **Anthony Ronald Brown** started ARB in his garage at home. Tony made high quality bullbars and roof racks. Word quickly spread among Australian 4WDers and his fledging business took off.

An International Flavour

Fast forward to today. ARB is Australia's largest manufacturer of 4x4 equipment and accessories. ARB exports to over 100 countries and meets the needs of dedicated 4WDers worldwide.

The opening of an office in the USA was a turning point for ARB. It's not easy to establish a foothold in the US. However, ARB's reputation for quality and reliability has won over a loyal band of followers in the US market.

Some Things Never Change...

ARB has seen many changes since Tony started the business in his garage.

But one thing has never changed - ARB's unwavering dedication to quality, reliability and practicality above all else.

We design our products for you, our loyal customer.

ARB Development

Learn how we [develop new products](#) to consistently exceed your expectations.

ARB Manufacturing

Discover how we use [state of the art manufacturing equipment](#) and robotics to ensure every product is of the highest quality.

ARB Distribution

See where our finished goods are stored [before shipping to over 50 stores and 100 stockists](#) Australia-wide, and to export markets.