

ASX ANNOUNCEMENT

3 May 2021

FORD NEWS RELEASE

ARB AND FORD COLLABORATE TO SUPPLY ARB ACCESSORIES THROUGH FORD DEALERS

ARB Corporation Limited ("**ARB**") is pleased to announce that ARB branded off-road accessories for Ranger and Everest vehicles will be sold as Ford licensed accessories through participating Ford dealers in Australia from the second half of 2021 with other selected Ford markets to follow.

A copy of the press release issued by Ford today in relation to the collaboration is attached to this announcement for information purposes.

Authorised by:
Damon Page,
Company Secretary



Ford and ARB Announce Collaboration to Supply Off-Road Accessories for Ranger and Everest

- Two iconic brands to join forces to bring Ford customers the best range of accessories for work and play
- A range of ARB 4x4 Accessories to become available from participating Ford dealers in the second half of 2021, covered by full Ford Australia's New Vehicle Warranty of up to five years / unlimited kilometres
- Accessories validated by Ford Australia engineers

MELBOURNE, 3 May, 2021 – Two iconic global brands – ARB and Ford – are joining forces in a high-level collaboration to sell selected off-road accessories as Ford Licensed Accessories through participating Ford dealers in Australia from the second half of 2021.

Ford Ranger and Everest customers who want the ultimate adventure gear will be able to fit-out their vehicles with a range of ARB 4x4 Accessories that will be fully backed by Ford Australia's New Vehicle Warranty of up to five years / unlimited kilometres.

The ARB 4x4 Accessories and Ford collaboration will initially be rolled out in Australia, with other selected Ford markets to follow.

Under the arrangement, ARB 4x4 Accessories and Ford Australia will work together to give local customers what they want: an easy, seamless way to kit out their Ford Ranger and Everest vehicles with high-quality and functional off-road accessories, so they can get out and explore their own backyard.

The full range of accessories to be made available will be outlined closer to launch. Among these will be core off-road products such as winch compatible bull-bars, electric winches and driving lights, as well as other accessories like storage drawer systems.

ARB 4x4 Accessories for Ranger and Everest that will be made available through Ford dealerships have been validated by Ford Australia engineers, with testing conducted at a number of locations including the Ford Australia Proving Ground near Lara, Victoria. Ford is Australia's largest automotive employer, with more than 2,500 engineers, designers, technical, automotive and other specialists working at four locations across Victoria. Design and development of the Ford Ranger and Everest is led by Australia-based engineers and designers, and are sold in more than 180 markets globally.

The ARB engineering team is also based in Melbourne, with a large team of engineers and designers working from its global head office and manufacturing plant in the eastern suburbs.

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“We are very proud to welcome ARB on-board as they are known globally and respected in the off-road community for their state-of-the-art manufacturing processes and stringent quality controls,” says Andrew Birkic, President and CEO of Ford Australia and New Zealand. “A lot of our customers have told us they’d love to be able to access a wider range of quality off-road accessories through our Ford dealership network, and this collaboration will mean they can head off-road safely with access to a range of ARB accessories.”

“ARB is truly honoured to be working with Ford at a global level. This collaboration is a great testament to the progressive vision of Ford and ARB to deliver to customers highly capable off-road vehicles with a broad range of best-in-class accessories,” says Andrew Brown, Managing Director of ARB 4x4 Accessories.

Importantly, ARB and Ford are working together to ensure the products are compatible with Ford vehicle systems on the Ranger and Everest and that the vehicle systems maintain full functionality with accessories fitted.

Ford-backed ARB accessories will become available via participating Australian Ford dealerships in the second half of 2021.

ARB – A True Australian Story

The origins of ARB go back to 1975 when founder Tony Brown was inspired by a four-wheel drive camping trip through the top end of Australia. He found that the often homemade or ill-fitting equipment fitted to many 4x4s he encountered was not designed for the harsh Australian conditions.

Upon his return to Melbourne Tony started work in his family garage to address the product deficiencies he’d encountered on his trip. It was exactly what passionate Australian off-roaders were waiting for, and ARB, the initials of Anthony Ronald Brown, was founded.

Today, ARB 4x4 Accessories has a global reputation for high-quality off-road accessories. It is Australia’s largest manufacturer and distributor of 4x4 accessories. The company has international offices in the United States, Europe and the Middle East, with an export network that extends through more than 100 countries around the world.

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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – and Lincoln luxury vehicles; provides financial services through Ford Motor Credit Company; and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected vehicle services. Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com

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About Ford Australia

Ford Motor Company of Australia Pty Limited is a subsidiary of Ford Motor Company, founded in Geelong, Victoria, in 1925. The company designs, engineers, and imports award-winning and best-selling cars, SUVs and trucks, including Puma, Escape, Everest, Focus, Fiesta ST, Ranger, Ranger Raptor, Mustang, Mustang Mach 1 and Transit commercial vans. Australia is a key product development hub for Ford, with the company investing more \$2.5 billion in research and development in Australia between 2016-20. More than \$500 million is expected to be invested in our Australian operations in 2021. Ford is Australia's largest automotive employer, with a team of over 2,500 engineers, designers, technical, automotive and other specialists working at four locations across Victoria. Australia-based engineers and designers lead the development of award-winning vehicles sold in more than 180 markets globally, such as the Ford Ranger pickup and Ford Everest SUV.

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