



ALL-NEW

ARB ALTITUDE ROOFTOP TENT



4X4 ACCESSORIES

FOREWORD

On behalf of all involved in this product's creation, ARB is delighted to unveil the next level in luxury touring – Introducing the ARB Altitude.

ARB has seen vehicle-based camping come a long way from traditional canvas tarps & lean-to setups to some of the contemporary designs offered today. Despite this evolution, most rooftop solutions today still face shortcoming's in accessibility and cumbersome, manual set-up and pack down's, especially in having to climb up to tuck in canvas.

Recognising this need for a more premium off-grid experience before needing to tow, ARB has drawn on almost 50 years of engineering knowledge, manufacturing experience and thousands of kilometres of offroad testing to deliver a solution. The ARB Altitude showcases features not yet seen before in the traditional rooftop tent market to enable off grid living with convenience, comfort and safety by improving access and automating set up & pack down.

This document provides a central point of resource for information required to order, market, sell, accessorise & handover the Altitude. It focuses on 3 important function groups: Product, Sales & Marketing and Operations.

Please make yourself familiar with the content provided in this document to provide the best customer sales experience.

CONTENTS

| | | | |
|------------------------|----------|---------------------------------------|----------|
| Product | 3 | Sales & Marketing | 4 |
| Product Release | | ARB-U Training Course | |
| Accessory List Release | | Website Page | |
| User Manual | | VM Guide | |
| Spare Parts Catalogue | | Brochure | |
| | | Internal & External Marketing Content | |
| | | Operations | 5 |
| | | Safe Working Practice | |

PRODUCT



Product Release

The go-to document for all things Altitude. Includes everything required to know about the product in an easy to digest format.



AUSTRALIA
INTERNATIONAL

Accessory List Release

This document has a full list of the available optional extras that customers can purchase in addition to their tent to suit different climates, mounting solutions, user preferences or simply some added luxury.



AUSTRALIA
INTERNATIONAL

User Manual

Accompanying the release of Altitude is a detailed owner's manual which has been also made available for detailed reading, containing important dimensions and further product information.



DOWNLOAD

Spare Parts Catalogue

A considerable advantage of purchasing an ARB product is the aftersales support and the Altitude RTT is no different. This document provides a guide to the various individual component's available for purchase as spare parts, should the need arise.



DOWNLOAD

SALES & MARKETING



ARB-U Training Course

Click on this link to be taken to the ARB-U course where you can learn all the information you need to be able to sell and promote this product to your customers.

ONLY AVAILABLE IN CERTAIN REGIONS



VIEW

Website Page

View the ARB Altitude page on the ARB website. Web pages are also available on the USA, South America, Europe, New Zealand and Thailand websites in local languages.



VIEW

Visual Merchandising Guide

Choose your store type to find out what how we expect the Altitude to be displayed in-store from a Visual Merchandising perspective.



FLAGSHIP

CLASSIC

STOCKIST

INTERNATIONAL

Product Brochure

The customer-facing brochure which provides an all-round breakdown of the product, including its purpose, features, accessories and a quote section for showroom floors.



DOWNLOAD

Internal & External Marketing Content

Supporting the release of this innovative rooftop tent, ARB Marketing have composed a document that outlines all of the digital and print material available on Dealer Dashboard for the ARB network to support the release of the Altitude.



DOWNLOAD

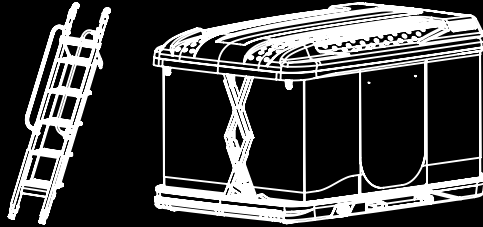


Safe Working Practice

This link shares some guidance for ARB employees on best practices when installing the Altitude RTT to a vehicle and introduces a forklift lifting aid available to stores to support.



DOWNLOAD



ALL-NEW

ARB ALTITUDE



4X4 ACCESSORIES