

PRODUCT RELEASE

Date:

September 2020

Description:

ARB Tailgate Assist

Application:

Isuzu Dmax/Mazda BT50 2020+

Part Number and Barcode:

4744050 - 9332018077943

Product Group:

141 – Tailgate Assist

Availability Date:

September 2020

Fitting Time:

45 minutes



Overview

Once you've used one of the ARB Tailgate Assists, you won't ever want to lift a tailgate without one again! This product is the perfect addition to a customer's vehicle when paired with a Canopy, and presents an excellent opportunity to suggest an upgrade to the order.

We would suggest having one fitted to a tub in your showroom, or demonstration vehicle and challenge them to try it. We have the best tailgate assist on the market but this particular product is best understood when tested for yourself.

For anyone that hasn't tried an ARB Tailgate Assist and is sick and tired of lowering and raising their heavy tailgate, give one a go! Using a combination of cleverly designed struts, the ARB Tailgate Assist safely controls the opening speed and reduces the closing effort by over 50% offering simple, one-handed operation.



Key Features

- High quality Stabilus struts
- Unique ball socket strut mounts designed to offer maximum service life
- Vehicle specific hardware and bracketry
- OE replacement tailgate limit cables
- Limit strap guides for smooth operation
- Tried, tested and proven to last
- Full colour showroom packaging



Installation:

Fitting the Isuzu Dmax/Mazda BT50 Tailgate Assist kit is a simple task taking only 45 minutes, with no drilling required. The fitting instructions include important product safety warnings as does the included warning label that must be fitted to the tub body as per the instructions.

Selling Tips:

- **Display** – Fit one of these kits to a tub in your display room or demonstration vehicle for customers to try and they will sell themselves!
- **Stock** – Take advantage of the retail packaging and keep stock in your showroom for the savvy DIY customers
- **Upsell** – “We have the perfect product to compliment your new ARB Canopy and we can easily install them both at the same time”
- **Show Special** – Use the ARB Tailgate Assist to help get a large-scale purchase across the line at a show or in everyday sales

