



ROVER ACCESSORIES



FIRESTONE DESTINATION M/T TIRES

ROVER ACCESSORIES' SEMA SHOW PROJECT VEHICLES EQUIPPED WITH NEW FIRESTONE DESTINATION M/T TIRES

Firestone

Off-road enthusiasts have a new choice when it comes to outfitting their vehicles with tires - the new Destination™ M/T with UNI-TÒ technology, introduced by Bridgestone/Firestone North American Tire, LLC (BFNT).

"We are very pleased to team up with Rover Accessories to showcase our new Firestone Destination M/T with UNI-T technology at the show. They're a great aftermarket company to work with because of their innovations and their creative ideas," said Phil Pacsi, executive director, North American Consumer Tire Brand Marketing, BFNT. "The team at Rover Accessories was looking for a tire with an aggressive tread pattern to go along with their 'extreme' off-road project vehicles, and our Destination M/T was a perfect fit."

Rover Accessories' three project trucks include:

- FlyFisher, designed as the ultimate luxury fly fishing truck for a high-level executive whose release is fly fishing. He searches his home terrain for isolated fishing spots, and needs the most capable purpose-built vehicle available for getting off the beaten track in luxury with all the comforts available.
- Hannibal 80, built as an everyday driver with a rooftop tent, this vehicle is always ready to make a trip out into the desert or mountains for isolated camping.
- Discovery Destination, designed for the urban weekend warrior to use for any number of adrenalin sports, including snowboarding, kayaking, surfing, mountain biking or rock climbing. The new Firestone Destination M/T with UNI-T technology is a full traction-depth tire featuring UNI-T® technology for excellent wet and mud handling. The tire features a square footprint and heavy-duty construction to protect it in the most extreme terrains, and has a high void to help clear debris from the tread.



Rover Accessories was developed from the love of the outdoors and overland travel. The company provides accessories for Land Rovers including Range Rover, Discovery and Defenders. With trained factory technicians and state-of-the-art facilities, Rover Accessories can modify your Land Rover to your specific needs. The company manufactures its own line of accessories and performance products and is exclusive to some of the most unique 4x4 equipment available in the USA.

Rover Accessories cutting edge custom Rover designs have set Rover Accessories apart from their competitors. The company offers a broad range of custom rover parts worldwide, catering to all levels of off roading, from urban commandos to desert foxes and jungle trekkers.

The new Firestone Destination M/T is designed for rugged, off-road use and contains Bridgestone/Firestone's UNI-T technology. It is the first in a new family of recreational light truck tires under the Firestone banner. It consolidates the Firehawk RMT and the Steeltex 23 degrees tire lines.

The Destination also is the company's first light truck tire built with UNI-T, says Shu Ishibashi, executive vice president of Bridgestone/Firestone North American Tire LLC.

The tire is available in 11 sizes in load ranges C, D and E and also contains Bridgestone/Firestone's patented Rim-Guard Off-Road Protector Rib and Dura-Loc tie-in construction.

Target applications include off-road work trucks and trucks that tow heavy loads.

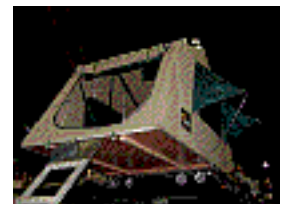
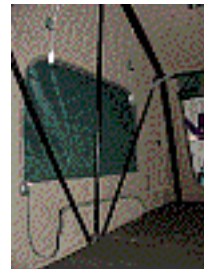
The company next will introduce a Destination on-road light truck tire, followed by an on/off road line. Over time, the Destination lines will replace Bridgestone/Firestone's Wilderness lines.



PhotoBook



NEW ARB LIGHT



ROOFTOP TENTS

The concept of the rooftop tent was pioneered in South Africa and the country has long been the market leader in design and production. The safety factor and advantage as a look-out position have made rooftop tents the most sought after of safari, hunting and adventure tenting. Hannibal rooftop tents have been designed with strength, comfort, ease of use and reliability in mind, and are among the world's finest rooftop tents.

ROVER ACCESSORIES

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