

ANACONDA

ROLA[®]
JUST ADD ADVENTURE

ROLA TEAM MEMBER TRAINING

September 2021



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Rola Range

ABOUT ROLA



ABOUT ROLA

**Our mission at
Rola is to help
you make
memories on
your
adventure**



ABOUT ROLA

The Rola Difference

Built to Last

Designed by Australian Engineers in Melbourne to withstand the toughest of Australian conditions



ABOUT ROLA

The Rola Difference

Customised for You

Rola roof racks are customised roof racks made to your specific vehicle model & lifestyle needs.



ABOUT ROLA

The Rola Difference

Universal Fit Design

Titan Tray is a breeze to assemble and along with Rola accessories, they are designed to work with other roof rack brands and trays.



MACRO TRENDS

A Positive Outlook

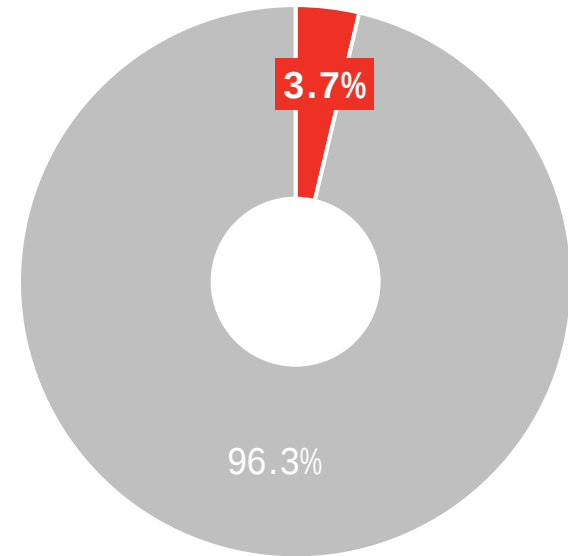


MACRO TRENDS

There is a huge opportunity to sell

**3.7% of the adult population
bought a roof rack in the last
2 years**

- Equating to 742,000 people
- 41% of them also bought a tow bar



MACRO TRENDS

...and this will continue to grow. Why?



SUV & Commercial
vehicle sales are rising

	Volume Growth YTD	Segment Share	% change vs PY
Passenger	6%	21.1%	-4.2%
SUV	34%	51.3%	3.0%
Light Commercial	34%	23.7%	1.3%
Heavy Commercial	26%	3.7%	0.0%
Total Market	26.5		

Source: HIS Markit - VFACTS

CONSUMER INSIGHTS



CONSUMER INSIGHTS

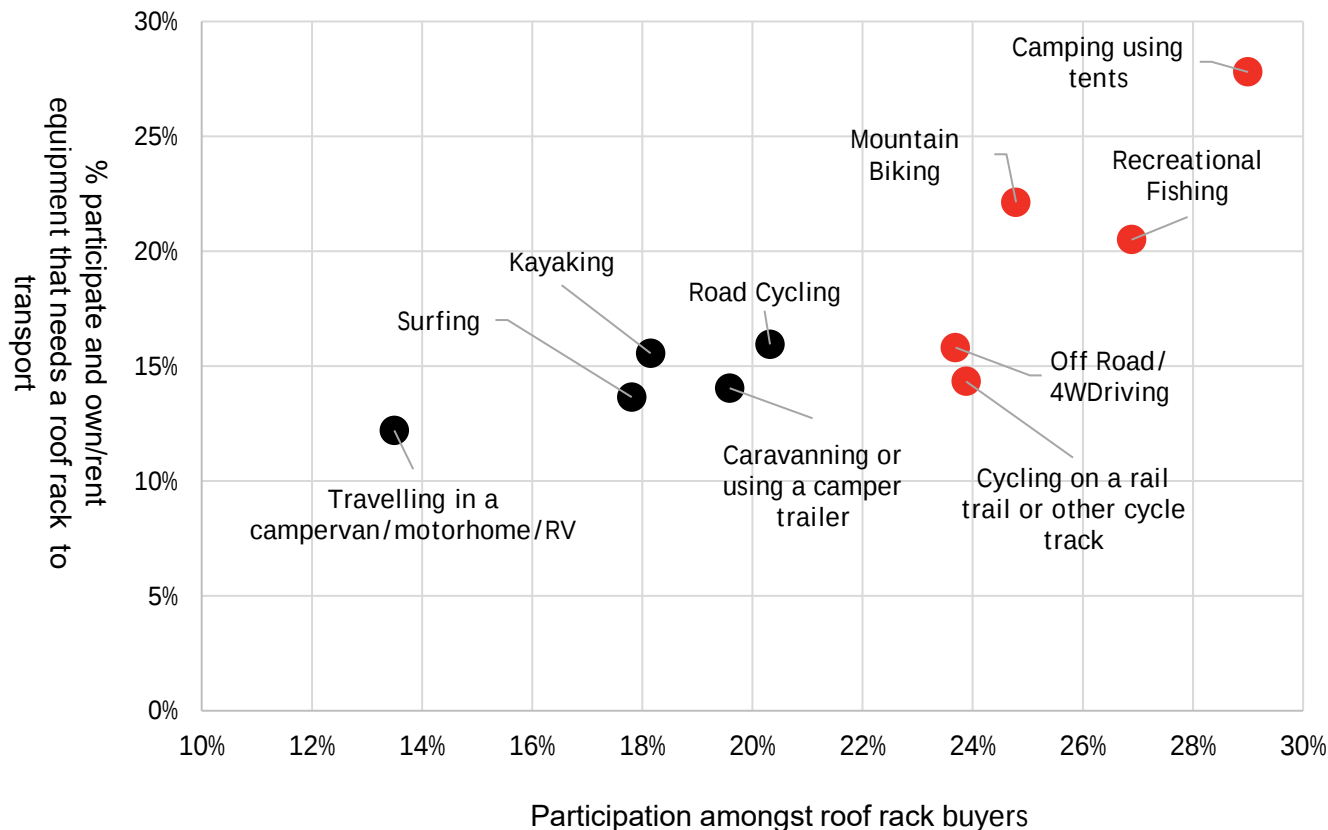
Roof rack buyers are likely...

- To be Men in their 30's with families
- To be In white collar jobs
- And have broad income range
- ...NOT to be a tradie (Only 10%)



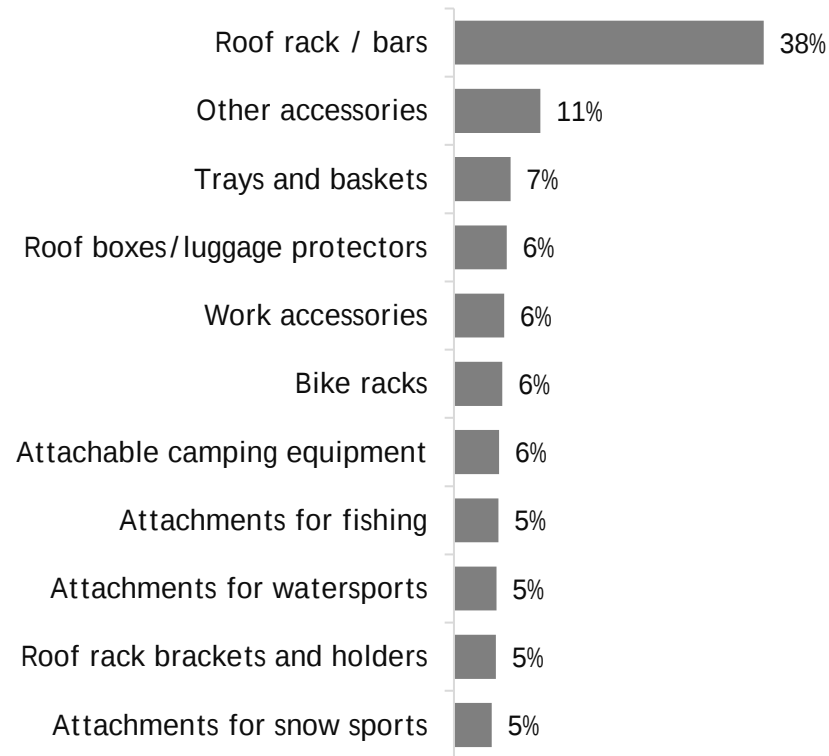
CONSUMER INSIGHTS

...and they love biking, camping, fishing, & Off Road Driving



CONSUMER INSIGHTS

62% of unit sales are in accessories



% of Unit Sales of roof rack related products

CONSUMER INSIGHTS

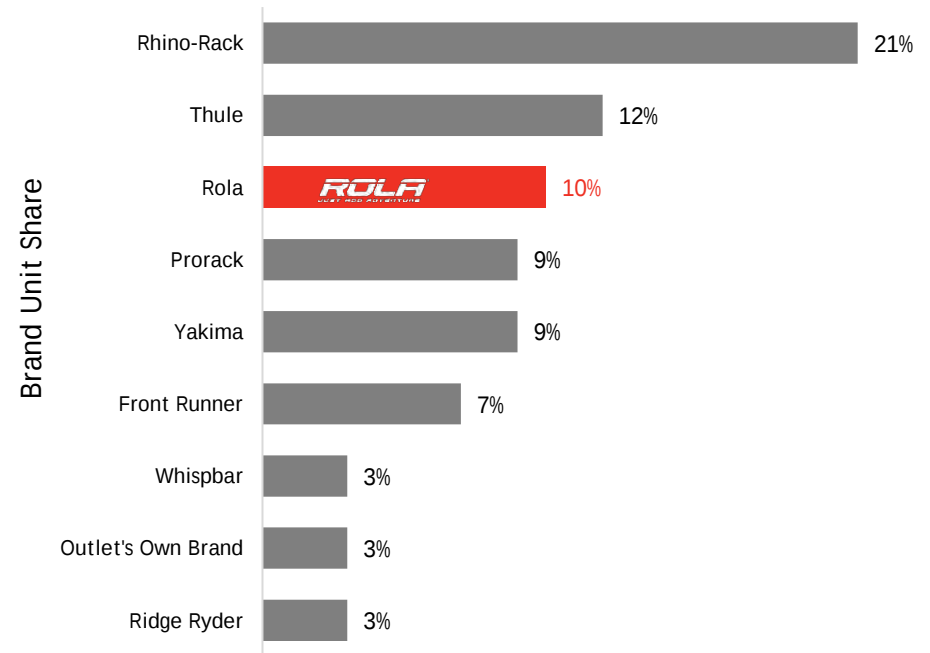
‘Value’ and ‘Vehicle Fit’ are the most important purchase drivers

1. Good Value
2. Fits My Vehicle
3. Durability of Product
4. A Quality Brand
5. A Brand I trust

12. *Lowest Price*

CONSUMER INSIGHTS

**Rola is the 3rd
largest brand
in the
category**



ROLA RANGE

The optimal range for
Anaconda shoppers



ROLA **RANGE**

Complete Cargo Solution for Anaconda Shoppers

Via Special Order

Roof Racks

Titan Tray
& Low
Mount

Tray
Accessories

Cycling &
Cargo Bag
Accessories



ROLA RANGE

ROLA
JUST ADD ADVENTURE

ANACONDA

NEED ROOF RACKS?

SCAN TO FIND
YOUR ROOF RACK

PLACE ORDER
WITH TEAM MEMBER

PICK UP
IN STORE

www.rola.com.au

ROOF RACK STYLES

TITAN TRAY LOW MOUNTS

TITAN TRAY

19

TITAN TRAY

18

FLAT TRAY

LENGTH 1200MM X WIDTH 1200MM

LIGHT WEIGHT,
AERODYNAMIC DESIGN

STRONG, DURABLE
ANODISED ALUMINIUM

MINIMUM WIND DRAG & NOISE

LOWDOWN RESISTANT

EASY
TO FIT

5 YEAR
WARRANTY

DURABLE
ANODISED ALUMINIUM

WIND
TUNNEL DESIGN
FOR GREATER
STRENGTH

1

2

3

4

5

6

7

8

12

13

9

10

11

14

15

16

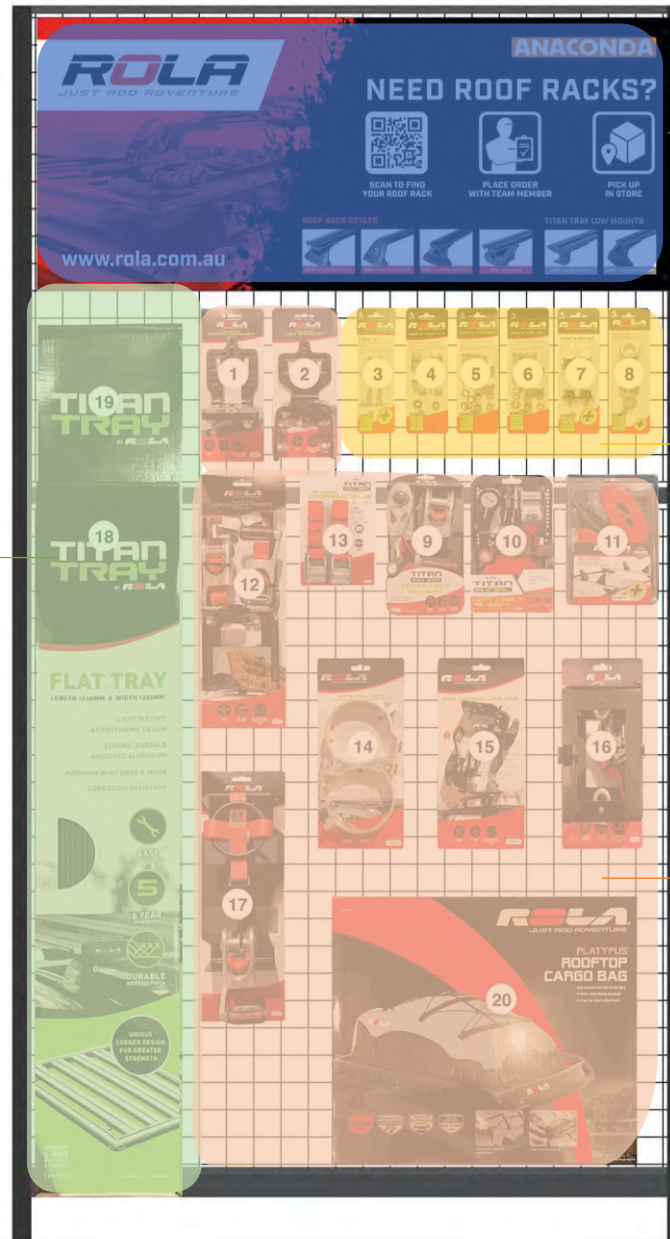
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**FLATFUS
ROOFTOP
CARGO BAG**

ROLA RANGE

Titan Tray



Special Order

- Roof Racks
- Low Mount

Connection Bolts

Tray Accessories

SPECIAL ORDER RANGE **ROOF RACK & LOW MOUNT**

ROLA
JUST ADD ADVENTURE

ANACONDA

NEED ROOF RACKS?



SCAN TO FIND
YOUR ROOF RACK



PLACE ORDER
WITH TEAM MEMBER



PICK UP
IN STORE

ROOF RACK STYLES



[APDX] - Anchor Point Extended



[APX] - Anchor Point Concealed



[CAP] - Commercial Anchor Point



[RDX] - Rail Extended



[LRS] - Low Mount Rail Bar



[LAPX] - Low Mount Anchor Point

TITAN TRAY LOW MOUNTS

www.rola.com.au

IN-STORE RANGE

Flat Tray

Stronger. Smarter. Tougher.

Engineered from high-strength, lightweight, anodised aluminium, the Rola® Titan Tray is prepared to carry your gear across any terrain. The innovative design allows a wide range of accessories to be easily attached to all four sides and the top of the tray. Rated up to 300 kg*, it's equipped to handle your needs.

Compatible with any brand of roof rack that features a mounting channel



SPECIAL ORDER RANGE

Tailor Fit Range

Custom Order Roof Racks Specific To Your Vehicle. Dispatched Within 72 Hours

This range is designed to be vehicle specific with a varied and wide selection of fitment styles available for most vehicles.



Classic Tailor Fit

Concealed cross bar
option only



Sports Tailor Fit

Concealed and
extended cross bar
options



Heavy Duty Tailor Fit

Extended cross bar
option only



Rail Bar Tailor Fit

Concealed and
extended cross bar
options

SPECIAL ORDER **RANGE**

Low Mount Carrying Solution

Provides the lowest possible mounting system for Titan Tray on your vehicle.

Dispatched Within 72 Hours

The Low Mount system is vehicle specific, securing with the best possible mounting option available to suit each make and model.

The mini rack replaces the need for a full-length roof rack, reducing the height, weight, and providing a sleek look.

The system uses a smaller, lighter crossbar with stabilisation blocks to mount your tray to the rooftop and maximise your roof load-carrying capacity.



IN-STORE RANGE

Tray Accessories

...That can move and fit anyway you like

Our exclusive accessory channels give you the ultimate in flexibility when choosing what to mount and where.

How it works: The extrusions incorporate a heavy-duty channel and entry slot that accepts the Drop-&-Turn bolts provided with your accessories. Simply slide the bolt anywhere on the channel and tighten.



IN-STORE RANGE

Connection Bolts

Provides the perfect solution for anchoring and mounting a wide variety of items.



EYE BOLT UNIVERSAL

EBU



TBOLT S/S M6 4PACK -
UNIVERSAL CHANNEL
RSLTB6SS



M8X20 DROP AND TURN
CHANNEL BOLT SET
RWSLA20



M8X28 DROP AND TURN
CHANNEL BOLT SET
RWSLA28



M8 DROP AND TURN CHANNEL NUT
SET
RWSLAN



TBOLT M8 S/S 4 PACK
RSLTN8SS4

IN-STORE RANGE

Tie Downs Range



RATCHET 2.5CM X 3.6M PAIR
TITAN
RTDOH236



Place Holder Image
RATCHET 2.5CM X 4.5M PAIR
TITAN
RTDTH246

Available Nov 2021



CAMBUCKLE 2.5CM X
3.6M PAIR TITAN
CBTD236

Available Nov 2021

IN-STORE RANGE

Multi-fit Brackets / Holders

Our range of brackets and holders are designed to fasten equipment and loads to the tray securely.

Features broadly available with these accessories are:

- Universal mounting bracket designed to fit most roof racks and trays with accessory channels
- Stainless steel powder coated finish
- Engineered and tested in Australia for the toughest conditions
- 5-year warranty

Recovery Tracks Holder



Kayak Cradle Holder



Gas Bottle Holder



Jerry Can Holder



Axe & Shovel Holder



Awning Bracket



Pipe Clamp 100mm



LED Light Bar Bracket



IN-STORE RANGE

Recovery Tracks Holder

Suits all brand recovery tracks and includes all mounting hardware.

The stainless steel bracket incorporates a unique open handle Max-Grip ratchet for ease of use. The recovery track holder suits all brand recovery tracks and includes all mounting hardware.

Features

- Universal fit bracket designed to suit most roof racks and trays
- Suits all makes and brands of recovery tracks
- Secures up to 4 tracks at once
- Stainless steel powder coated finish
- Easy to use, Max-Grip Ratchet with high strength webbing
- Includes all mounting hardware and ratchets
- Engineered and tested in Australia for the toughest of conditions



IN-STORE RANGE

Axe & Shovel Holder

Designed to carry Axes, Shovels, Spades and even Paddles with ease.

Made from stainless steel, the spring loaded design makes it quick and easy to secure long items with a vice-like grip. The bracket includes quick and easy drop & turn mounting bolts. The bracket is easily able to load and unload your axe/shovel and includes quick and easy drop & turn mounting hardware.

Features

- Universal mounting bracket fits most roof racks and trays with accessory channels
- Secure an axe, shovel, spade or paddle with a max handle diameter of 45 mm
- Spring-loaded design loads from the top for quick access (no more sliding the shovel along the tray)
- Stainless steel construction with powder coated finish
- Engineered and tested in Australia for the toughest conditions
- Includes 2 holders and all mounting hardware



IN-STORE RANGE

Gas Bottle Holder

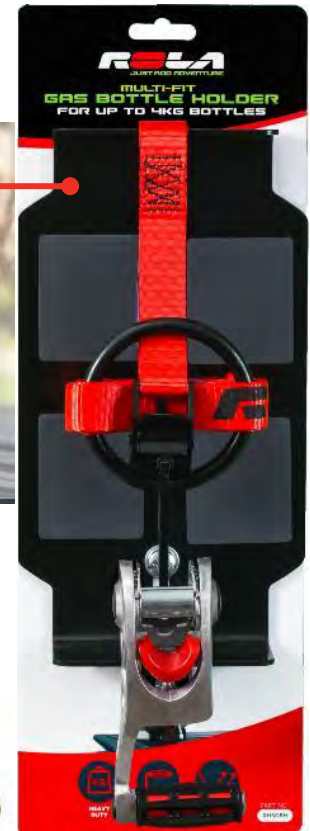
Suitable for universal standard gas cylinders up to 4 kg

The Rola Gas Bottle Holder will safely carry your gas bottle to your next campsite. The holder includes Drop-&-Turn mounting hardware and a max-grip open handle ratchet.

Made from strong stainless steel, the Gas Bottle Holder has a padded base to prevent slippage and bottle damage.

Features

- Stainless steel powder coated finish for the ultimate protection against the elements
- Easy to use, Max Grip Ratchet with high strength webbing for ultimate load security
- Insulated rubber base to prevent slippage and bottle damage
- Suits up to 4kg gas cylinders
- Can be fitted to most roof rack trays with channels
- Includes all mounting hardware, insulated base and tie down points
- Engineered and tested in Australia for Australian conditions



IN-STORE RANGE

Jerry Can Holder

Designed to easily carry your Jerry Can, vertically or horizontally

Made from strong stainless steel, the Jerry Can Holder has a padded base to prevent slippage and container damage and a Max-Grip open handle ratchet for quick securing.

Features

- Extendable design allows for vertical or horizontal transportation
- Insulated rubber base to prevent slippage and container damage
- Easy to use, Max-Grip Ratchet with high strength webbing
- Suitable for jerry cans up to 185 mm in width
- Includes 2 brackets, Max-Grip ratchets, mounting hardware and tie down points
- Engineered and tested in Australia for the toughest conditions



IN-STORE RANGE

Awning Bracket

A strong secure way to attach your awning to your flat tray or roof rack.

Suiting most popular brand awnings, the slotted design provides adjustability and the reversible design allows for maximum height adjustment.

Made from strong stainless steel, your Awning Bracket will withstand the harsh elements.

Features

- Universal mounting bracket fits most roof racks and trays with accessory channels
- Slotted mounting plate suits 50-100 mm height awnings
- Stainless steel powder coated finish
- Dual mounting options to raise or lower awning for required clearance
- Includes 2 mounting brackets and all mounting hardware
- Engineered and tested in Australia for the toughest conditions



IN-STORE RANGE

LED Light Bar Bracket

Giving the ultimate adjustability for your side mount LED bars.

The Rola led light bar bracket suits side mount led bars and includes quick and easy drop & turn mounting hardware. The slotted holes allow for angle adjustment to suit your needs and the heavy-duty stainless-steel brackets will secure even the heaviest light bars.

Features

- Universal mounting bracket designed to suit most roof racks and trays
- Heavy duty bracket and mounting hardware suits side mounted light bars up to 9 kg
- Raise or lower the light bar by flipping the brackets over
- Slotted light mounting holes for angle adjustment
- Includes 2 mounting brackets and mounting hardware
- Engineered and tested in Australia for the toughest conditions



IN-STORE RANGE

Kayak Cradle

Carry kayak's and canoes with ease utilising our multi-pivot system.

Designed to carry kayak's and canoes, the Hull Cradle employs a multi-pivot system to mould to a wide range of hull shapes. Additionally the hull cradles tilt outwards to make loading and unloading your kayak or canoe straight forward.

- Employs a multi-pivot system to mould to a wide range of hull shapes
- Cradles tilt outwards to facilitate the loading and unloading of the craft
- Contains all the pieces required to fit to the channel of all popular sports roof rack systems
- Includes two straps for the hull of the watercraft and two to secure the bow and stern
- Used to transport canoes, kayaks, outriggers, TK1, TK2, OC4 and OC6



IN-STORE RANGE

Pipe Clamp Pair 100mm

Suits stormwater pipe, conduit, fishing rods and tent poles.

Quick and easy to use, the Pipe Clamp will securely hold your 100mm pipe onto rooftop trays or roof racks. The Pipe Clamp suits common stormwater pipe to transport and protect long objects like conduit, fishing rods and, tent poles.

Suits 100 mm (4") diameter pipes

Corrosion resistant

Durable aluminium construction

Includes 2 pipe clamps and mounting hardware



IN-STORE RANGE

Platypus Roof Top Bag

Expanding to suit your needs, keeping your gear protected on the road.

Expanding to suit your touring needs, the Platypus Bag keeps your gear protected when on the road. Equipped with cinching straps to improve fit regardless of what you're packing.

- Bag expands from 283 to 425 litres
- 8 straps for a secure attachment
- Tear resistant 600 GSM/500 Denier heavy-duty PVC construction
- Cinching Straps to improve fit and wind noise
- Weatherproof flap to protect the zipper from water
- Thick base padding to protect cargo
- 3 year warranty





Thankyou

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