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RUGGED RIDGE GIVES AWAY FULLY-EQUIPPED “READY TO ROCK” JEEP® AT 2014 SEMA SHOW

*Nampa, Idaho Resident Drives Home from Las Vegas Convention Center
in Custom Jeep Valued at More Than \$45,000*

Suwanee, Ga. (November 2014) – [Rugged Ridge](#), a leading manufacturer of high quality Jeep, truck and off-road accessories, gave away a custom 2014 Jeep Wrangler Unlimited as part of a sweepstakes held at the company’s Off Road Success Center during the 2014 SEMA Show in Las Vegas, Nevada.



Above: Jody S. of Nampa, Idaho, celebrates after winning this year’s Jeep giveaway sweepstakes. **Below:** The Jeep Jody drove away in was valued at more than \$45,000 and came equipped with Rugged Ridge’s Summit restyling package, as well as several other key products.

Photo Credit: Omix-ADA/Rugged Ridge



This year’s lucky winner, Jody S. of Nampa, Idaho received the custom Jeep valued at more than \$45,000.00. Equipped with [Rugged Ridge’s](#) latest [Summit restyling package](#) as well as other key products, including Rugged Ridge’s XHD Modular Bumper and heavy duty winch, an upgraded rear tire carrier, fender flares and XHD snorkel, the Jeep should perform as good as it looks when it hits the back roads of Idaho.

“The great thing about this giveaway is that it shows people what can be done with these restyling packages – offering Jeep owners the choice of simple upgrades, or building their dream go-anywhere Jeep,” said Henk Van Dongen, Director of Marketing at Omix-ADA.

Jody won the Jeep after successfully starting the vehicle with the key given to him as one of several semifinalists selected earlier in the week. Leading up to the giveaway, each contestant was given the opportunity to qualify as a semifinalist by attempting to start the Jeep using a temporary key they received after entering the contest at Rugged Ridge’s Off Road Success Center.

Video footage from the contest winner can be found on [YouTube](#).

For more information on Omix-ADA, Rugged Ridge or the Off Road Success Center at the 2014 SEMA Show, please visit Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.

ABOUT OMIX-ADA, INC. Omix-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For more two decades, Omix-ADA has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com.

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