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OMIX-ADA DEBUTS HISTORIC JEEPS AT 2013 SEMA SHOW

Omix-ADA's Off Road Success Center to Feature Three Early Prototypes from Collection

Suwanee, Ga. (August XX, 2013) – [Omix-ADA](#)® today announced it will debut a portion of its historic Jeep® Collection at the company's Off-Road Success Center in the Upper South Hall Lobby during the 2013 SEMA Show in Las Vegas.

Among the fascinating vehicles in the collection, Omix-ADA will display several wartime Jeeps-- most notably the three early prototypes that started it all.

“Our collection includes more than 20 military and civilian Jeeps built between 1941 and 2013. This is just a small sampling of the vehicles being preserved by Omix-ADA,” said Dave Logan, Product Manager at Omix-ADA.



In conjunction with the company's patriotic theme and live on-site build, the three prototypes being brought to this year's SEMA show include a Ford GP, a Bantam BRC40 and a Willys MA, all from 1941, as part of its celebration of Jeep military history.

“One of the motivations behind starting the Jeep Collection was to preserve the Jeep heritage,” said Henk Van Dongen, Director of

Marketing at Omix-ADA. “Our ever growing collection of Jeeps is representative of our company as a whole.”

The 1941 Willys MA that Omix-ADA will bring to SEMA was a durable Jeep prototype built for testing prior to US participation in WWII. This particular MA was also driven over the Rubicon Trail in 1951 during the first Jeepers Jamboree.

The second prototype, a 1941 Bantam BRC40, was the third generation of a development vehicle from Bantam, succeeding the original Bantam Pilot and the BRC60. Although the military recognized the

benefits of the Bantam BRC40, Bantam's inability to meet wartime production needs left Ford and Willys as the two main manufacturers during the war.

The third prototype at SEMA to be on display, a 1941 Ford GP, was Ford's second prototype vehicle developed for the war effort. Small in size and light weight, these new vehicles were designed to carry out a number of duties and were the basis for many of the design features that became part of the standard WWII Army Jeep.

Returning for its second year, the Off-Road Success Center is a forum provided to business owners and industry enthusiasts within the Jeep® and off-road market to freely exchange ideas, learn new concepts for success and network with other industry professionals.

Omix-ADA invites everyone to come out to the Off Road Success Center to celebrate our veterans, Jeep® heritage and learn how to thrive in the growing Jeep® and off-road market.

For more information on Omix-ADA, the Off-Road Success Center at the 2013 SEMA Show, as well as upcoming contests and promotions from Omix-ADA and its family of brands, please visit www.Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.

ABOUT OMIX-ADA, INC.

Omix-ADA®, Inc. is one of the world's largest independent manufacturers and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For nearly two decades, Omix-ADA has designed, tested, manufactured or distributed more than 15,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge®, Alloy USA®, Outland Automotive® and Precision Gear® are distributed throughout the USA and in more than 60 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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