

FOR IMMEDIATE RELEASE

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RUGGED RIDGE ANNOUNCED AS OFFICIAL SPONSOR FOR 11TH ANNUAL GO TOPLESS DAY® 2018

A Strategic Partnership is Struck with Event Founder All Things Jeep.com to Increase Awareness Across the Jeep Community

Suwanee, Ga. (March 13, 2018) – [Rugged Ridge®](#), a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced their sponsorship of All Things Jeep's [11th Annual Go Topless Day®](#), to be held worldwide on May 19, 2018.

Started in May of 2008 by Massachusetts Jeep retailer, All Things Jeep, Go Topless Day® is a date set aside to celebrate the return of warm weather and, more importantly, the spirit of freedom and adventure associated with driving a Jeep. Enthusiasts around the world are encouraged to join in the unified movement by removing their Jeep's top on May 19th and enjoy a day of open-air driving.

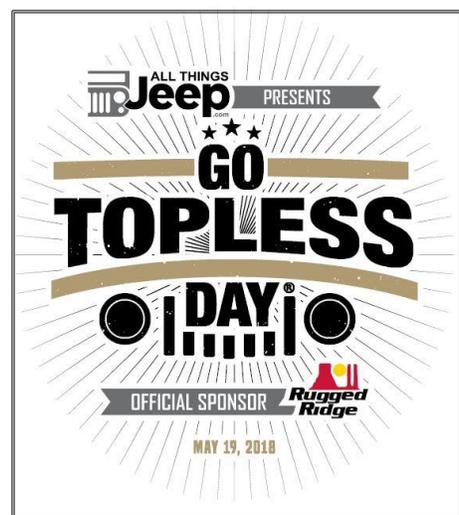
"We're very excited for the opportunity to sponsor Go Topless Day®" said Henk Van Dongen, Director of Marketing at Rugged Ridge. "We share the same level of enthusiasm for the Jeep lifestyle as All Things Jeep, so this partnership is a natural fit for us."

Go Topless Day® extends its reach with more than 150 sanctioned events scheduled across the country and around the world, including Canada, New Zealand and South Africa.

From trail rides to car shows, Jeep clubs and organizations can create their own local events and register their celebrations on the All Things Jeep website to be as an recognized as an official Go Topless Day® event.

For more information on All Things Jeep® Go Topless Day®, please visit the website dedicated to the event at allthingsjeep.com/go-topless-day.

For more information on Rugged Ridge or their complete line of high-quality Jeep and off-road parts, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com



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 two decades, Omix-ADA has designed, tested and manufactured more than 20,000 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 90 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit <http://www.omix-ada.com>. Jeep® is a registered trademark of FCA USA LLC.