

FOR IMMEDIATE RELEASE

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RUGGED RIDGE EXPANDS LINE OF ALL-TERRAIN ACCESSORIES WITH NEW DOOR ENTRY GUARDS FOR 1997-2006 WRANGLER TJ MODELS

Rugged All-Terrain Styling Adds Valuable Protection for Vulnerable Door Sills

Suwanee, Ga. (July 24, 2018) – [Rugged Ridge](#)®, a Truck Hero Inc. company and leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced the availability of its new All-Terrain Door Entry Guards for 1997-2006 Jeep Wrangler TJ/LJ models.

Rugged Ridge's All-Terrain Door Entry Guards feature a patented design with a signature deep tread design molded into a durable, impact resistant injection molded ABS plastic. Each entry guard is precision molded to tightly match the body's contours for a superior fitment that provides an OEM look.

Designed to prevent the accelerated wear and tear that is common to the door threshold area, the All-Terrain Door Entry Guards are longer and wider than most competing products, resulting in greater protection for the vehicle. Installation is simple with a strong automotive-grade adhesive backing for secure fit.



Rugged Ridge All-Terrain Door Entry Guards offers an attractive means of protection for the damage-prone door threshold area on 97-06 Wrangler TJ & LJ models.

Photo Credit: Rugged Ridge

The Rugged Ridge All-Terrain Door Entry Guards are backed by an industry leading five-year limited warranty and are available online and through select Jeep and off-road accessories retailers nationwide with MSRP starting at \$22.08.

For more information about the Rugged Ridge All-Terrain Door Entry Guards, or any of Rugged Ridge's complete line of high-quality Jeep and off-road parts and accessories, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com

Part No.	Description	MSRP
11216.22	Entry Guard Kit, All Terrain; 97-06 Wrangler TJ	\$22.08

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>.

Omix-ADA is a subsidiary of Truck Hero whose product offering includes: hard and soft truck bed covers, truck caps, bed liners, floor liners, steps, suspension kits, Jeep® parts and off-road accessories. Truck Hero's industry leading family of brands includes Advantage, A.R.E., BAK, BedRug, Extang, Husky Liners, N-FAB, Omix-ADA, Retrax, Rugged Liner, Rugged Ridge, Superlift, TruXedo, UnderCover and an online retailer, RealTruck. Jeep® is a registered trademark of FCA USA LLC.