

## **FOR IMMEDIATE RELEASE**

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## **RUGGED RIDGE POWERTOP™ FOR JEEP® WRANGLER OFFERS OWNERS NEW LEVEL OF CONVENIENCE**

*No More Struggling with Soft Tops—The Push Of A Button Does it All*

**Suwanee, Ga. (April 2012)** – Rugged Ridge, a division of Omix-Ada, has announced the introduction and availability of its first-ever [PowerTop™](#) for the 2007-2012 JK Jeep® Wrangler Unlimited. The result of extensive research and development, Rugged Ridge’s introduction of the hydraulic PowerTop™, adds to its catalog of thousands of custom-designed products built specifically for Jeep® vehicles.

The patent-pending Rugged Ridge PowerTop™ design allows the convertible soft-top structure to be lowered or raised in as little as five seconds with the simple push of a button, effectively eliminating the need to exit the vehicle during the onset of inclement weather.

The Rugged Ridge PowerTop™ kit fits all four-door Jeep® Wranglers built since 2007 and comes complete with everything needed to make the JK a true convertible while still retaining factory storage space and cargo areas. Each kit includes American-made OEM-grade fabric with a tinted 30mil rear window, mounting frame, hydraulic system, wiring harness and step-by-step installation packet, all backed by an industry leading three-year warranty.

“Removing or replacing the Jeep’s® traditional soft top requires a time commitment that can be inconvenient when the weather turns bad or when you simply want to enjoy an open-top experience,” said Omix-Ada CEO, Al Azadi. “The Rugged Ridge PowerTop eliminates this inconvenience and provides Jeep® owners with a true convertible experience at their fingertips.”

The Rugged Ridge PowerTop™ is now available [online](#) and through select Jeep® retailers nationwide for \$4,999.99. For more information on the PowerTop™, other innovative Jeep® and off-road products or to find an approved retailer/installer, please contact Omix-Ada at (770)-614-6101 or visit [www.Omix-Ada.com](http://www.Omix-Ada.com).

### **About Rugged Ridge**

For nearly two decades, [Rugged Ridge](#) has designed, tested and manufactured the highest quality parts and accessories for Jeep® vehicles. As a division of OMIX-Ada, the leader in replacement parts for Jeep® vehicles, Rugged Ridge has been helping enthusiasts build the 4x4 of their dreams with a well-established pedigree in the off-road market.

### **About Omix-Ada**

[Omix-Ada](#) is the world’s largest independent manufacturer and wholesaler of Jeep® parts and accessories. Headquartered in Suwanee, Ga., Omix-Ada’s products are distributed throughout the USA and in more than 50 countries worldwide. As the parent company of Rugged Ridge®, ORV by Rugged Ridge®, Alloy USA®, Outland® and Precision Gear®, Omix-Ada® Inc



manufactures more than 16,000 Jeep® off-road, restoration and replacement parts and accessories. For more information, please call Omix-ADA at 770-614-6101 or visit [www.omix-ada.com](http://www.omix-ada.com).

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