

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES ALL NEW ARMOR FENDERS FOR 2007-2016 JEEP WRANGLER JK/JKU MODELS

Resists Damage from On and Off-Road Hazards

Suwanee, Ga. (Feb. 14, 2017) - [Rugged Ridge®](http://www.RuggedRidge.com), a leading manufacturer of high-quality Jeep, truck and off-road parts and accessories, today announced the release of its new line of Armor Fenders for 2007-2016 Jeep Wrangler JK / JKU models.

Both front and rear fenders attach high on the body for increased tire clearance and feature beveled edges with hidden weld seams relaying a bulky, muscular image.

The Rugged Ridge Armor Fenders for JK are constructed of a high-strength steel plate and finished with resilient black powder coat for a surface that resists damage from the hazards. The front fenders are notched to allow use of both OE and aftermarket hood latches and are stamped with a screened vent behind the wheel opening to help vent engine heat. The rear fenders two-piece design utilizes a separate rear tail light guard for added protection.

The Rugged Ridge Armor Fenders are compatible with Rugged Ridge XHD bumper systems and the XHD modular snorkels and can be installed using the factory Jeep wheel liners, with slight modifications, or, for best results, can be installed with Rugged Ridge All-Terrain Wheel Liner Kit.

Rugged Ridge Armor Fenders are backed by an industry-leading five-year limited warranty and are available online and through select Jeep and off-road parts and accessories retailers nationwide with an MSRP starting at \$ 933.99.

For more information about the new Armor Fenders or any of Rugged Ridge’s complete line of high-quality Jeep and of-road products, or to find an approved retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com.



Part No.	Description	MSRP
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11615.01	Armor Fenders, Front Pair; 07-16 JK / JKU	\$933.99
11615.02	Armor Fenders, Rear Pair, 4 DR; 07-16 JKU	\$933.99
11615.03	Armor Fenders, Rear Pair, 2 DR; 07-16 JK	\$933.99

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>.

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