

## FOR IMMEDIATE RELEASE

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## RUGGED RIDGE ANNOUNCES NEW SHERPA ROOF RACK SYSTEM FOR 2007-2014 JEEP JK WRANGLER

*Versatile Roof Rack System Adds Utility to 2- and 4-Door Models*

**Suwanee, Ga. (August XX, 2013)** – [Rugged Ridge®](#) today announced the availability of its new Sherpa Roof Rack System for [2-](#) and [4-door](#) models of 2007-2014 Jeep JK Wrangler.



**Above:** Rugged Ridge Sherpa Roof Rack, Adaptor Kit and Light Bar Lowering Kit installed on a 2-door '07-'13 Jeep JK Wrangler

**Photo Credit:** Rugged Ridge

Taking its namesake from the people of the Himalayas, the Rugged Ridge Sherpa Roof Rack is designed to add valuable cargo space above the roofline of JK Wranglers. A true bolt-on installation, the Roof Rack requires no modification to the Jeep's body.

The Sherpa Roof Rack features a unique tilt function, enabling Jeep owners to conveniently access their hard or soft tops with ease. With the Roof Rack system installed, hard top and freedom panels can be removed or installed, and the soft top can be retracted or raised. A built-in front catch cable and heavy-duty rear hinge ensures that the Roof Rack smoothly pivots back into place.

Jeep drivers can customize the Sherpa Roof Rack with an optional [Light Bar Lowering Kit](#) and [Adapter Kit](#). The Light Bar Lowering Kit acts as an integrated light bar, with space for up to four lights. The Adapter kit features clamps to allow mounting of industry standard cross bars and racks to hold luggage, bikes, kayaks, skis, snowboards and anything else required for outdoor excursions.

“We love taking our Jeeps on camping and overland trips, but always run into the same problem – lack of storage space. If you take your friends, family and the dog along, it doesn't leave much room in the Jeep for anything else,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “We developed the Sherpa Roof Rack system to give Jeep owners the ability to bring everything they need for their next adventure.”



**Above:** Rugged Ridge Sherpa Roof Rack installed on a 4-door '07-'13 Jeep JK Wrangler

**Photo Credit:** Rugged Ridge

Built as rugged as the Wrangler, all components of the Sherpa Roof Rack system feature the dual stage protection of a rust resistant E-coating and textured black powder coating. The Roof Rack system is also backed by Rugged Ridge's 5-year limited warranty.

The Rugged Ridge Sherpa Roof Rack is available [online](#) and through select Jeep and off-road parts/accessories retailers nationwide starting at **\$634.99** MSRP.

For more information about the Sherpa Roof Rack system, Rugged Ridge's complete line of high-quality Jeep and off-road products, or to find an approved retailer, please contact Rugged Ridge at (770) 614-6101 or visit its website at [www.RuggedRidge.com](http://www.RuggedRidge.com).

<b><u>Part Number</u></b>	<b><u>Description</u></b>	<b><u>Price</u></b>
<a href="#">11703.01</a>	Sherpa Roof Rack, '07-'14 JK Wrangler 2-door	\$634.99
<a href="#">11703.02</a>	Sherpa Roof Rack, '07-'14 JK Wrangler 4-door	\$669.99
<a href="#">11703.10</a>	Roof Rack Adapter Kit	\$76.99
<a href="#">11232.22</a>	Light Bar Lowering Kit	\$109.99

**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 nearly two decades, Omix-ADA has designed, tested and manufactured more than 16,000 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 50 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit [www.omix-ada.com](http://www.omix-ada.com).

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