

FOR IMMEDIATE RELEASE

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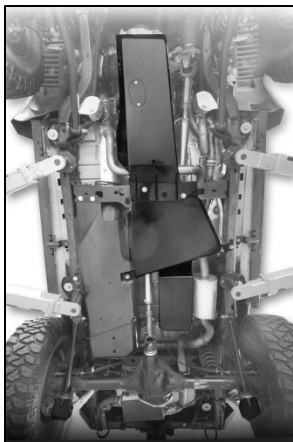


RUGGED RIDGE INTRODUCES LINE OF SKID PLATES FOR '07-'13 JEEP® JK WRANGLER

Heavy-Duty Steel Design Offers Extra Protection for JKs

Suwanee, Ga. (August XX, 2013) – [Rugged Ridge®](#), a leading manufacturer of high-quality Jeep accessories, today announced the availability of its complete line of undercarriage Skid Plates for 2007-2013 Jeep JK Wrangler.

Engineered to protect the most vulnerable areas of a Jeep's underside, the Rugged Ridge Skid Plates shield eight major exposed mechanical components: steering, differentials, transfer case, engine, transmission, suspension arms, air conditioning and muffler. A simple bolt-on installation, the Skid Plates are an easy way to help prevent expensive damage from off-road obstacles.



Above: Rugged Ridge Heavy Duty Transfer Case, Engine and Transmission Skid Plates installed using existing factory bolt holes

Credit: Rugged Ridge

Each Skid Plate is constructed of 3/16-inch heavy-duty steel and comes standard with both a durable black powder coat and rust-resistant E-coating. The frame mount design utilizes existing factory bolt holes and incorporates special gussets and fully-welded brackets, making them tough enough to withstand anything on the trail.

“Jeep has offered some form undercarriage protection on the Wrangler for years, but far too many off-roaders have found out that on the trail, it’s not nearly enough.” said Henk Van Dongen, Director of Marketing at Omix-ADA. “We created our line of Skid Plates so Jeep owners can go wheeling without having to learn the hard way about the expensive parts underneath their vehicle.”

Rugged Ridge '07-'13 Jeep JK Wrangler Skid Plates are available [online](#) and through select Jeep and off-road parts/accessories retailers nationwide starting at \$69.99 MSRP.



Above: Rugged Ridge Steering Component Skid Plate protects steering parts at the front of the Jeep, including the expensive electric sway bar disconnect system found on Rubicon models.

Credit: Rugged Ridge

For more information about 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.

Part Numbers:

18003.30	Steering Component Skid Plate	\$199.99
18003.40	Evaporator Tank Skid Plate, '07-'11 Jeep Wrangler	\$109.99
18003.42	Evaporative Canister Skid Plate, '12-'13 Jeep Wrangler	\$109.99
18003.32	Heavy Duty Transfer Case Skid Plate	\$209.99
18003.50	Engine & Transmission Skid Plate, '07-'11 Jeep Wrangler	\$299.99
18003.51	Engine and Transmission Skid Plate, '12-'13 Jeep Wrangler	\$299.99
16597.30	Differential Skid Plate, Dana 30	\$79.99
16597.35	Differential Skid Plate, Dana 35	\$79.99
16597.44	Differential Skid Plate, Dana 44	\$79.99
18003.31	Muffler Skid Plate	\$239.99
18003.35	Front Lower Control Arm Skid Plates	\$69.99 pair
18003.36	Rear Lower Control Arm Skid Plates	\$79.99 pair
18003.37	Lower Control Arm Skid Plate Kit (includes front and rear)	\$139.99 set

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.

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