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RUGGED RIDGE EXPANDS LINE OF ECLIPSE SUN SHADES FOR '07-'14 JEEP JK WRANGLER

Improved Sunshade Provides Fuller Coverage for Front and Rear Passengers

Suwanee, Ga. (March 2014) – Following the successful launch of the [Rugged Ridge®](#) Eclipse sunshade for 2007-2014 Jeep® JK Wrangler earlier this year, the company today announced it has expanded the Eclipse line to now include a one-piece shade for front and rear passengers of two and [four-door JK Wranglers](#).

The previous version, which also was available for the JK, was a modular design that could be installed to shade either the front or rear passengers separately. With today's announcement, Rugged Ridge brings to market a one-piece shade that protects both front and rear passengers from the sun, while simultaneously offering a "top-down feeling" while driving.



The Rugged Ridge full-length Eclipse Sun Shade for JK Wranglers features one-piece mesh construction to protect drivers and passengers from the sun during top down driving.

Photo Credit: Omix-ADA

The full-length Eclipse Sun Shade features mesh construction, and is secured between the windshield and the rear crossbar of the JK's sport bar without the need to install a header channel. With the help of built-in elastic straps, the Eclipse Sun Shade is designed to retain access to the Jeep's top clamps, meaning drivers can keep the shade in place and still use the factory Freedom panels. When not in use, the Eclipse Sun Shade can be stowed in the included small mesh carrying bag, which fits just about any compartment of the JK for quick access.

The new Rugged Ridge full-length Eclipse Sun Shade is available online and through select Jeep and off-road parts/accessories retailers nationwide starting at **\$94.99**.

Part Number	Description	Price
13579.04	07-14 Wrangler, 2 & 4 -Door, Front Seats	\$54.99
13579.05	07-14 Wrangler, 4-Door Full	\$109.99
13579.06	07-14 Wrangler, 2-Door Full	\$94.99

For more information on 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 the company's website at www.RuggedRidge.com.

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 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge®, Alloy USA®, Outland® and

Precision Gear® are distributed throughout the USA and in more than 70 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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