

**FOR IMMEDIATE RELEASE**

Contact: Brian Alexander/Will Brewer  
JMPR Public Relations  
818.992.4353  
[balexander@jmprpublicrelations.com](mailto:balexander@jmprpublicrelations.com)  
[wbrewer@jmprpublicrelations.com](mailto:wbrewer@jmprpublicrelations.com)



**RUGGED RIDGE ANNOUNCES THE ADDITION OF NEW ELITE BALLISTIC HEATED SEAT COVERS FOR 2007-2018 WRANGLER JK**

*Durable Tactical-Styled Seat Covers Equipped for Cold Weather Comfort*

**Suwanee, Ga. ( January 23, 2018 )** - Rugged Ridge®, a leading manufacturer of high-quality Jeep®, truck and off-road accessories, today announced the addition of new Elite Ballistic Heated Seat Covers for 2007-2018 Jeep Wrangler JK / JKU models.

Constructed of a resilient 1,200 denier polyester material in a tough ballistic weave, the Rugged Ridge Elite Ballistic Heated Seat Covers are fitted internally with dual-zone heating elements located in the seat bottom and backrest to provide welcome warmth on chilly winter mornings.

Each Elite Ballistic Heated Seat Cover is engineered to deliver unparalleled longevity and protection. Designed specifically for 2007-2018 Wrangler JK, the seat covers install easily and fit securely over the factory seats. A simple two-wire installation is made possible by three position control switches built into the seat covers, so cutting or mounting switches onto the dashboard is not required.

Rugged Ridge’s Elite Ballistic Heated Seat Covers are backed by an industry-leading five-year limited warranty and are available online from select Jeep and off-road parts and accessories retailers nationwide with an MSRP of \$439.99.

For more information about the Elite Ballistic Heated Seat Covers and Rugged Ridge’s complete line of high-quality Jeep and off-road products, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit [www.RuggedRidge.com](http://www.RuggedRidge.com)

Part No.	Description	MSRP
13216.03	Elite Ballistic Heated Seat Covers,Front; 07-10 JK	\$439.99
13216.04	Elite Ballistic Heated Seat Covers,Front; 11-17 JK	\$439.99

**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>. Jeep® is a registered trademark of FCA USA LLC.