

FOR IMMEDIATE RELEASE

Contact: Will Brewer/Brian Alexander
JMPR Public Relations
818.992.4353
wbrewer@jmprpublicrelations.com
balexander@jmprpublicrelations.com



RUGGED RIDGE ANNOUNCES RELEASE OF ELITE BILLET STYLE ALUMINUM FIRE EXTINGUISHER HOLDER

New Trail-Ready Design Incorporates Secure Containment & Quick Access

Suwanee, Ga. (April 3, 2018) – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced the release of its new Elite Billet Style Aluminum Fire Extinguisher Holder for Jeeps and various on and off road applications. Constructed of stunning cast aluminum, the Elite Billet Style Aluminum Fire Extinguisher Holder is designed to provide a secure extinguisher mount on any flat surface with the included hardware.

The Elite Billet Style Aluminum Fire Extinguisher Holder is engineered with an internal spring loaded release mechanism fashioned from 316 Stainless Steel, enabling quick one-handed access to the extinguisher if the need arises. Designed to work with standard 2.5 lb extinguishers (not included), the Elite Billet Fire Extinguisher Holder is a highly-functional addition to any vehicle's safety preparedness package.

Each Elite Billet Style Fire Extinguisher Holder is finished in a premium matte black textured powder coat to provide an attractive appearance for years of service in the harshest of conditions.

The Rugged Ridge Elite Fire Extinguisher Holder is backed by an industry-leading five-year limited warranty and is available online and through select Jeep and off-road parts and accessories retailers nationwide with an MSRP of \$66.99.



Rugged Ridge's Elite Billet Style Fire Extinguisher Holder features a smooth quick release mechanism for one-handed access.

Photo Credit: Rugged Ridge

For more information about the new Elite Billet Style Fire Extinguisher Holder, or any of 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 www.RuggedRidge.com

Part No.	Description	MSRP
11238.40	Elite, Billet Fire Extinguisher Holder; 76-17 Wrangler	\$66.99

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

###