

FOR IMMEDIATE RELEASE

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



RUGGED RIDGE'S EXPANDED LINE OF ELITE STYLING PRODUCTS ARE NOW AVAILABLE FOR THE WRANGLER JK/JL

Distinctive Styling & Premium Finishes Continue to Define the Elite Line

Suwanee, Ga. (June 12, 2018) – [Omix-ADA](#), a Truck Hero Inc. company and a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced the availability of its expanded Rugged Ridge Elite line accessories for 2007-present Wrangler JK and JL models, with the addition of Elite Antenna Bases as well as a full complement of interior hardware including Elite Door Surround Knobs, Freedom Top and Hardtop Removal Knobs.

Designed with the discerning Wrangler JK/JL owner in mind, the Elite Series of accessories from Rugged Ridge incorporates cutting edge styling, high-quality materials and premium finish options guaranteed to stand out from the crowd.

The Rugged Ridge Elite Antenna Base allows you to modernize an often overlooked part of the JK/JL Wrangler, its antenna. With a unique gear-like appearance and lightweight cast aluminum construction, the Elite Antenna Base installs easily with no modifications to the vehicle. Available in a variety of attractive finishes including textured black powder coat, vibrant red powder coat and a paintable raw aluminum finish, there is a style for everyone.

The Rugged Ridge Elite Series now offers a complete selection of interior knobs for 2007-present Wrangler JK models including Door Surround Knobs, Freedom Panel and Hardtop Removal Knobs. Each is made from durable die cast aluminum and finished with a textured black powder coat. Rugged Ridge Elite Series Knobs are ideal replacements for broken or missing factory knobs due to their OEM fit. Additionally the Hardtop Removal Knobs also fit current Wrangler JL models.

The Rugged Ridge Elite Series of accessories 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 MSRP starting at \$26.99 for the Elite Antenna Base and \$53.99 for the Elite Door Surround Knobs.

For more information about the new Elite line of exterior accessories, or any of 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

| Part No. | Description | MSRP |
|----------|-------------|------|
|----------|-------------|------|

| | | |
|----------|---|---------|
| 17212.13 | Elite Antenna Base, Black; 07-18 Wrangler JK/JL | \$26.99 |
| 17212.14 | Elite Antenna Base, Red; 07-18 Wrangler JK/JL | \$26.99 |
| 17212.15 | Elite Antenna Base, Raw; 07-18 Wrangler JK/JL | \$26.99 |
| 13510.13 | Elite Door Surround Knobs, 2-Dr; 07-18 JK | \$53.99 |
| 13510.14 | Elite Door Surround Knobs, 4-Dr; 07-18 JKU | \$66.99 |
| 13510.17 | Elite Freedom Panel Knob | \$39.99 |
| 13510.15 | Elite Hardtop Quick Removal Kit; 07-18 JK/JL | \$59.99 |
| 13510.16 | Elite Hardtop Quick Removal Kit; 07-18 Jeep JKU | \$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.omix-ada.com>.

Omix-ADA is a subsidiary of Truck Hero whose product offering includes: hard and soft truck bed covers, truck caps, bed liners, floor liners, steps, suspension kits, Jeep® parts and off-road accessories. Truck Hero's industry leading family of brands includes Advantage, A.R.E., BAK, BedRug, Extang, Husky Liners, N-FAB, Omix-ADA, Retrax, Rugged Liner, Rugged Ridge, Superlift, TruXedo, UnderCover and an online retailer, RealTruck. Jeep® is a registered trademark of FCA USA LLC.