

## **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 EXPANDS ITS LINE OF ALL TERRAIN FLOOR LINERS WITH NEW APPLICATION FOR 2017-UP FORD TRUCKS**

*Patented Floor Liners Now Available for More Than 80 Vehicles*

**Suwanee, Ga. (August 22, 2017)** – [Rugged Ridge®](http://www.RuggedRidge.com), a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced the expansion of its line of All Terrain Floor Liners which now include 2017-Up Ford F-250 pickup trucks. Rugged Ridge Floor Liners compliment and protect the interior of more than 80 different vehicles from Jeep, Chevrolet, GMC, Dodge, Ford, Lincoln, Nissan, Subaru and Toyota.

Unlike most floor liners, which are constructed from an extruded sheet of plastic, Rugged Ridge's All Terrain Floor Liners are injection-molded for superior performance and durability. The injection-molding process, though more expensive to develop, enables Rugged Ridge to create floor liners with a precise fit and a deeply formed perimeter wall for maximum coverage.

Rugged Ridge All Terrain Floor Liners are engineered to offer complete interior floor protection during everyday use. Each liner features "Deep Tread Technology" with 3/8-inch deep chevrons, nearly three times the depth of other floor liners, to channel debris and moisture. The Floor Liners were specifically developed with the off-roader and outdoorsman in mind.



Rugged Ridge All Terrain Floor Liners patented "Deep Tread" technology channels dirt, mud and water away from the driver's feet.

Vehicle owners can be assured that when Rugged Ridge All Terrain Floor Liners are installed, their investment is protected for the life of the vehicle. All of Rugged Ridge's All Terrain Floor Liners are covered by a limited lifetime warranty.

**Photo Credit:** Rugged Ridge

For more information on Rugged Ridge's All Terrain Floor Liners, its 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](http://www.RuggedRidge.com)

<b>Part No.</b>	<b>Description</b>	<b>MSRP</b>
82902.40	Floor Liners, Front, Pair, Black, 17- Up Ford F-250	\$119.99
82952.17	Rear Liner F250 17-Up W/RR Logo	\$119.99
82989.23	Floor Liner Kit, Black; Ford F-250 17- Up	\$227.99

**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>.

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