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## **OMIX-ADA TO FEATURE “THE GUNNY”, R. LEE ERMEY, AT 2017 SEMA SHOW IN LAS VEGAS**

*War Veteran, Actor and Author to Appear Daily at Omix-ADA’s Off-Road Success Center*

**Suwanee, Ga. ( August 25, 2017)** – [Omix-ADA](#)® and [Rugged Ridge](#)®, today announced the return of perennial fan favorite R. Lee ErmeY as a celebrity guest at the company’s Off Road Success Center located in the Upper South Hall Lobby (Booth #34000) during the annual 2017 SEMA Show in Las Vegas October 31 thru November 3.

ErmeY, best known for his landmark role as Gunnery Sergeant Hartman in the 1987 Stanley Kubrick film “Full Metal Jacket”, has become synonymous with the public’s image of a boisterous military drill instructor. Having served as an actual drill instructor in the U.S. Marine Corps, ErmeY was later bestowed the honor of promotion to Gunnery Sergeant in 2002 marking the first time a retiree had received such a promotion from the Marine Corps.

“The Gunny” appeared in approximately 60 films and numerous television roles, including appearances in “Apocalypse Now”, “Mississippi Burning”, “Seven”, “Fletch Lives” and as well as lending his voice to “Toy Story 2”. ErmeY will be available for several autograph sessions throughout the week at the Omix-ADA / Rugged Ridge Off Road Success Center. “The Gunny” will make appearances on Tuesday, Oct. 31 from 11am – 4 pm, Wednesday, Nov. 1 from 10am – 4pm and Thursday, Nov. 2 from 10am to 4pm.



The Off Road Success Center celebrates its sixth appearance at the annual SEMA Show, serving as a forum for business owners and decision makers within the Jeep and off-road market to freely exchange ideas, learn new concepts for success and network with other industry professionals. Omix-ADA invites everyone to come out to the Off Road Success Center to meet “The Gunny” and tune in to what’s going on in the Jeep and off-road market today.

For more information on Omix-ADA, the Off Road Success Center at the 2016 SEMA Show, as well as upcoming contests and promotions from Omix-ADA, and its family of brands, please visit <http://www.Omix-ADA.com> or contact Omix-ADA directly at 770-614-6101.

**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 more than 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 [www.omix-ada.com](http://www.omix-ada.com). Jeep® is a registered trademark of FCA USA LLC.

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