

FOR IMMEDIATE RELEASE

Contact: Natasha Jenkins/ Brian Alexander
JMPR Public Relations
818.992.4353
njenkins@jmprpublicrelations.com
balexander@jmprpublicrelations.com



OMIX-ADA TO FEATURE MILITARY ICON R. LEE ERMEY, “THE GUNNY”, AT 2016 SEMA SHOW

Vietnam Veteran and American Actor to Appear Daily at Omix-ADA’s Off-Road Success Center in the Upper South Hall Lobby

Suwanee, Ga. (October 4, 2016) – [Omix-ADA®](#) and [Rugged Ridge®](#) today announced show favorite, R. Lee ErmeY, will appear again as a celebrity guest at the company’s Off Road Success Center in the Upper South Hall Lobby (booth #34000) during the 2016 SEMA Show in Las Vegas on November 1-4.

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, the first time a retiree had received a promotion from the Marine Corps.



Actor R. Lee ErmeY, a.k.a. “The Gunny”, will make daily appearances at the Omix-ADA Off-Road Success Center during SEMA 2016.

Photo Credit: Rugged Ridge

“The Gunny” appeared in approximately 60 films and numerous television roles, including appearances in “Apocalypse Now”, “Mississippi Burning”, “Seven, Fletch Lives” and “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, Nov. 1 from 11am- 4pm, Wednesday, Nov. 2 from 10am- 4pm and Thursday, Nov. 3 from 10am- 4pm.

Celebrating its fifth year at SEMA, the Off Road Success Center is a space 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’s Off-Road Success Center is open to everyone so come celebrate the Jeeps ongoing heritage, meet “The Gunny” and tune in to what’s going on in the Jeep and off-road market world.

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 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 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.