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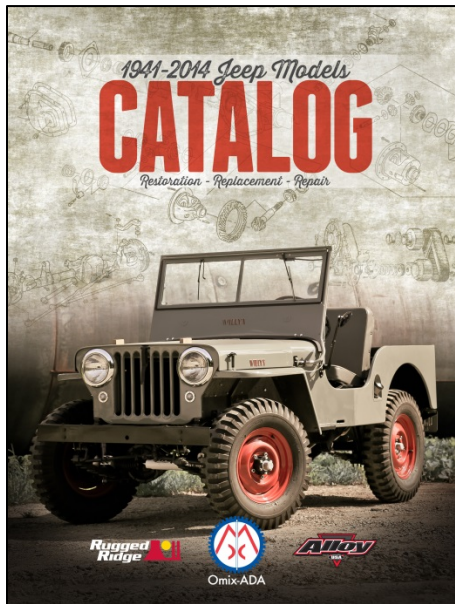
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OMIX-ADA RELEASES 2014 HARD PARTS CATALOG FOR JEEPS

*More Than 7,000 Restoration, Repair, and Replacement Parts Available
Serving Jeep Models MB – JK and Everything in Between*

Suwanee, Ga. (May XX, 2014) – [Omix-ADA®](#), the market leader in providing high quality Jeep®, truck and off-road accessories, today announced the release of an all-new catalog devoted solely to restoration, repair and replacement parts for Jeeps, 1941 to present.



Available late-Spring 2014, Omix-ADA's catalog showcases more than 7,000 hard parts, 500 of which have not previously been available. Whereas the company's Rugged Ridge division is best known for having the most complete line of high quality, functional, accessories for Jeeps, this new catalog focuses on some of the company's other brands and the parts that are necessary to keep vehicles running such as fuel filters and steering link adjusters.

"Most of Rugged Ridge's products are *want*-based," said Henk Van Dongen, Marketing Director at Omix-ADA. "Conversely, this new catalog focuses on parts that are *needed*. Something like a tire carrier or cargo net system is a luxury, geared more toward convenience or cosmetic upgrade, not necessarily a need; a water pump however is essential. We want to serve our customers as a one stop shop for all their needs."

Omix-ADA's all-new 2014 hard parts catalog features more than 7,000 restoration, repair and replacement parts for Jeeps 1941 – present.

Photo Credit: Omix-ADA

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 16,000 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 70 countries worldwide.

Jeep® is a registered trademark of Chrysler Group LLC.

The Omix-ADA 2014 Hard Parts catalog will be available for order by visiting www.Omix-ADA.com. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101.

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