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OMIX-ADA/RUGGED RIDGE AND AUSTIN HATCHER FOUNDATION PARTNER FOR A ONE-OFF HURST EDITION WRANGLER JK BUILD

A Hurst Commando Reimagined to Raise Awareness for Pediatric Cancer

Suwanee, Ga. (January 5, 2018) – [Omix-ADA](#)[®], a leading manufacturer of high-quality Jeep[®], truck and off-road parts and accessories, today announced it has partnered with the Austin Hatcher Foundation for Pediatric Cancer on an unprecedented Jeep build to help raise awareness and increase support for their cause.

The inspiration for the build comes from one of the rarest Jeeps ever produced, the 1971 Jeep Hurst Edition Commando. Based off of a basic two-door wagon, the Jeep Commando was treated to a host of styling goodies by Hurst Performance including a hood-mounted tachometer, air scoop, dual-gate shifter, special Hurst badging and its legendary Champagne White paint with red & blue striping.

While the Hurst Commando was only produced for a single model year in 1971, it's estimated that fewer than one hundred were ever produced. Very few of these are known to still exist which makes them extremely popular with collectors even today.

The base for the Austin Hatcher Foundation for Pediatric Cancer and Omix-ADA's Hurst recreation is a brand new 2017 Jeep Wrangler JK Unlimited that was donated by Mountain View Chrysler Jeep of Ringgold, Ga. Omix-ADA will provide both design guidance as well as build support backed by the company's extensive parts catalog. The physical transformation from stock Jeep to Hurst Commando will take place at Truck 'N Trailers USA in nearby Chattanooga, TN.

The 2017 Jeep Wrangler "Hurst Commando" Edition will make appearances across the country at various motorsports and automotive events. The goal is to not only raise awareness for the charity, but also to auction the Jeep off with the proceeds benefitting the Austin Hatcher Foundation.

The Austin Hatcher Foundation for Pediatric Cancer's mission is to erase the effects of pediatric cancer while enriching the affected children's quality of life, from diagnosis through the treatment process. The foundation provides a wide array of assistance and services to children and their families, funded solely by the generous donations of its supporters.



The excited staff of the Austin Hatcher Foundation accepts delivery of a new 2017 Jeep Wrangler, accompanied by representatives of both Mtn View Auto Group and Omix-ADA.

Photo Credit: Rugged Ridge

For more information on The Austin Hatcher Foundation, its ongoing efforts and how you can help, please visit <http://www.hatcherfoundation.org>.

For more information on Omix-ADA/Rugged Ridge, its involvement in the community or any of 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.