

FOR IMMEDIATE RELEASE

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RUGGED RIDGE RELEASES NEW HOOD BRA FOR 2007-2017 WRANGLER JK

Superior Hood Protection in a Great-Looking and Stylish Accessory

Suwanee, Ga. (July 11, 2017) – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced the release of its new Hood Bra for 2007-2017 Wrangler JK / JKU models.

Designed for JK owners who wish to protect their hood from exposure to bugs, rock chips and debris, the Rugged Ridge Hood Bra is constructed of a durable crush grain vinyl, which offers an added layer of protection where it's needed most.

The Hood Bra's one-piece design makes it extremely simple to install, securing tightly to the JK hood footman loop in just minutes. The inner lining of the bra is pillow-soft, shielding the paint from scuffs and scratches while simultaneously protecting the vehicle from debris.

Since the Rugged Ridge Hood Bra is designed specifically for the Wrangler JK, it won't interfere with factory or aftermarket hood catches and can be removed quickly and easily stored when not in use.

The Rugged Ridge Hood Bra is backed by an industry-leading five-year limited warranty and is available online and through select Jeep and off-road parts and accessories retailers nationwide with an MSRP of \$44.99.

For more information about the new JK Hood Bra, or any of Rugged Ridge's complete line of high-quality Jeep and off-road products, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com



Rugged Ridge Hood Bra for JK offers attractive styling and exceptional paint protection for 2007-2017 Wrangler JK.

Photo Credit: Rugged Ridge

Part No.	Description	MSRP
12112.01	Hood Bra, Black; 07-17 Jeep Wrangler JK/JKU	\$44.99

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.omixada.com>. Jeep® is a registered trademark of FCA USA LLC

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