

## **FOR IMMEDIATE RELEASE**

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## **RUGGED RIDGE CONTINUES TO EXPAND ITS LINE OF EXTERIOR ACCESSORIES FOR 2018 WRANGLER JL**

*Stylish & Functional Protection for Head Lights, Tail Lights and Rocker Panels*

**Suwanee, Ga. (October 30, 2018)** – [Rugged Ridge](#)<sup>®</sup>, a Truck Hero Inc. company and leading manufacturer of high-quality Jeep<sup>®</sup>, truck and off-road parts and accessories, today announced the release of its Elite Light Guards for both Head and Tail Lights, as well its Body Armor and RRC Tubular Rocker Guards for the 2018 Jeep Wrangler JL.

Rugged Ridge's Elite Series Light Guards combine high-quality cast aluminum construction with a specialized geometric design that provides a unique upgrade compared to traditional light guards. Each guard is finished with a premium powder-coat and is available for both headlights and tail lights.

The new Rugged Ridge Body Armor Rocker Guards are molded from an impact-resistant polycarbonate to keep vulnerable rocker panels looking new by protecting them from scratches and scrapes. Each guard is designed for a contoured fitment and finished in a sleek matte black finish that delivers lasting good looks, on-trail or off.

For JL owners who enjoy a more extreme level of off-road engagement Rugged Ridge RRC Rocker Guards offer an even higher degree of protection. Built from sturdy 2-inch OD steel tubing, each rocker guard features a beefy upward-angled hoop to handle some of the hardest hits. Their no drill design mounts directly to the factory body mounts, making these guards an easy choice for any Wrangler JL owner who's serious about off-roading.

All of these Rugged Ridge exterior accessories are covered by an industry-leading five-year limited warranty and are



Elite Headlight Guards offer a distinct appearance upgrade for the discerning JL owner.

**Photo Credit:** Rugged Ridge



Rugged Ridge RRC Rocker Guards add vital protection to those pristine rocker panels.

**Photo Credit:** Rugged Ridge

available online and through select Jeep and off-road accessories retailers nationwide.

For more information on these, 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](http://www.RuggedRidge.com)

Part No.	Description	MSRP
11226.12	Tail Light Euro Guards, Tex. Black, Wrangler JL	\$144.43
11230.21	Elite Headlight Guard JL	\$66.00
11504.36	RRC Rocker Guards; 2018 Jeep Wrangler JL, 4 Door	\$444.40
11651.61	Rocker Guard, Body Armor; 18 Jeep Wrangler JL, 4Dr	\$222.08

**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>.

Omix-ADA is a subsidiary of Truck Hero whose product offering includes: hard and soft truck bed covers, truck caps, bed liners, floor liners, steps, suspension kits, Jeep® parts and off-road accessories. Truck Hero's industry leading family of brands includes Advantage, A.R.E., BAK, BedRug, Extang, Husky Liners, N-FAB, Omix-ADA, Retrax, Rugged Liner, Rugged Ridge, Superlift, TruXedo, UnderCover and an online retailer, RealTruck. Jeep® is a registered trademark of FCA USA LLC.