

FOR IMMEDIATE RELEASE

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RUGGED RIDGE EXPANDS LINEUP OF ALL-TERRAIN FLOOR LINERS WITH NEW APPLICATIONS FOR 2018 JEEP WRANGLER JL / JLU

Patented “Deep Tread” Technology Adds Superior Interior Protection

Suwanee, Ga. (October 30, 2018) – [Rugged Ridge](#)®, a Truck Hero Inc. company and leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced the release of its All-Terrain Floor Liners for 2018 Jeep Wrangler JL models.

Unlike most conventional floor liners which are constructed from an extruded sheet of plastic, Rugged Ridge’s patented All-Terrain Floor Liners are injection-molded for exceptional performance and durability. This molding process helps provide a liner that delivers an extremely precise fit and a deeply formed perimeter wall for containing water, mud and slush.

Rugged Ridge’s All-Terrain Liners are engineered to offer complete interior floor protection during everyday use. Each liner features “Deep Tread” technology, with a newly-refined chevron pattern to channel away moisture, a design specifically developed with the off-roader and outdoorsman in mind.

Additionally, Rugged Ridge All-Terrain Floor Liners are backed by a limited lifetime warranty, making them an investment that protects vehicles long after the initial purchase.

For more information on Rugged Ridge’s All Terrain Floor Liners or any of its complete line of high-quality Jeep and off-road products, or to find an approved retailer, please contact Rugged Ridge at 770-614-6101 or visit them online at www.RuggedRidge.com



Rugged Ridge’s patented All Terrain Floor Liners offer outstanding interior protection for carpet & trim.

Photo Credit: Rugged Ridge

Part No.	Description	MSRP
12920.36	Floor Liner Kit, Front, Black; 18-18 Jeep Wrangler JL/JLU	\$77.76
12950.48	Floor Liner, Rear, Black; 18-18 Jeep Wrangler Unlimited JLU, 4 Door	\$77.76
12987.05	Floor Liner Kit, Front/Rear, Black; 18-18 Jeep Wrangler Unlimited JLU	\$144.32
12988.05	Floor Liner Kit, Front/Rear/Cargo; 18-18 Jeep Wrangler Unlimited JLU	\$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.