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RUGGED RIDGE IMPROVED HOOD CATCH KIT FOR JEEP® '07-'13 JK WRANGLER

Innovative New Design Brings Correct Proportions To Hood Catches

Suwanee, Ga. (January, 2013) – Original hood catches degrade and fail and most aftermarket hood catches look spindly. Rugged Ridge introduces the new aluminum Hood Catch Kits for 2007-2013 Jeep® JK Wrangler. The adjustable, durable and aesthetically pleasing catch kits are proportional to the vehicle.



Above: The black powder coated billet aluminum JK Wrangler hood Catch kit from Rugged Ridge

The aluminum hood catch kits are available in stylish silver or black powder-coated finish. The adjustable tension rod guarantees a precise fit. A simple bolt-on application makes the install a breeze for any do-it-yourselfer with just basic hand tools.

After extensive research on what Jeep owners wanted to see in an after-market hood catch, the product designer from Rugged Ridge spend countless hours evaluation and testing different designs. An initial showing during an event in Arizona at the beginning of October proved that the final design met and exceeded customer's expectations as it was well received by Jeep owners.



Above: Another detailed look at the new beefy hood Catch kit.

"We looked at what was currently available for the JK owner in the aftermarket to replace the stock catches and found the offering minimal. That was the reason for us to develop a solid, functional and aesthetically pleasing catch kit." said Patrick Bennett, Product Development Manager at Omix-ADA.

Rugged Ridge Hood Catch Kits are covered by an industry leading five-year limited warranty and are available online and through select Jeep and off-road parts/accessories retailers nationwide, starting at \$99.99. For more information on Rugged Ridge's 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 their website at <http://www.RuggedRidge.com>.

Part Numbers:

Aluminum Hood Catch Kit, Silver, 07-13 JK Wrangler	11116.07
Aluminum Hood Catch Kit, Black, 07-13 JK Wrangler	11210.11

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 nearly 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®, Alloy USA®, Outland® and Precision Gear® are distributed throughout the USA and in more than 50 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit <http://www.omix-ada.com>.

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