

FOR IMMEDIATE RELEASE

Contact: Nathan Hoyt/ Andrew Brudnicki
JMPR Public Relations
818.992.4353
nhoyt@jmprpublicrelations.com
abrudnicki@jmprpublicrelations.com



RUGGED RIDGE ANNOUNCES NEW JEEP RESTYLING PACKAGES FOR DEALERS, UPFITTERS AND INSTALLERS

*Ten New Exclusive Pre-Load Packages Feature Latest Market Accessories
to Dress up your Wrangler for any Off-Roading Ventures*

Suwanee, Ga. (July XX 2014) – Rugged Ridge®, a leading manufacturer of high-quality Jeep accessories today announced the availability of 10 new Jeep® restyling packages for '07-'14 Wrangler's. Each of these packages groups common sets of accessories into easy to order kits for the dealer, jobber and upfitter; providing everything needed to transform an ordinary, stock Jeep into an attractive, off-road capable, vehicle that stands out among the rest.



Above: Rugged Ridge's new Jeep restyling packages take the guess work out of vehicle customization, grouping sets of parts and components into single part numbered kits ranging from mild to wild.

Photo Credit: Rugged Ridge

Merging style, performance, and convenience into an all-in-one-package, Rugged Ridge's restyling packages serve as one-stop-shops allowing store owners simple options for their customers looking for something different, or the Jeep dealer looking to pre-load inventory.

Ranging from mild to wild, each of the 10 packages allows owners to create their dream "take-me-anywhere" Jeep outfitted with the most cutting edge parts and accessories available on the market today.

"What's great about these packages is that they offer so much versatility for the Jeep," said Henk Van Dongen, Director of Marketing at Omix-ADA. "Whether the owner wants to climb over a rocky landscape, trumph through sand dunes, or cruise the boulevard, these packages offer everything they could possibly need to achieve this; instilling confidence that their Jeep can go anywhere and do anything."

Each of the packages combines a variety of products from the Rugged Ridge catalog ranging from wheels, lift kits, modular snorkels, bumpers and recovery winches, transforming the Jeep into a lean, mean, trailblazing machine.

For more information on each of the exclusive Jeep build packages offered by Rugged Ridge, the company'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 its website at www.RuggedRidge.com.

Part Number	Name (Click on link for full description)	MSRP
12498.81	Pioneer Package	\$919.99
12498.82	Appalachian Package	\$4,299.99
12498.83	Aspen Package	\$4,829.99
12498.84	Canyon Package	\$5,229.99
12498.85	Boulder Package	\$4,829.99
12498.86	Granite Package	\$6,439.99
12498.87	Rocky Package	\$8,579.99
12498.88	Teton Package	\$10,329.99
12498.89	Summit Package	\$11,939.99
12498.90	Exploration2 Package	\$13,999.99
12498.91	Exploration4 Package	\$13,999.99

ABOUT OMIX-ADA, INC.

Omix-ADA[®], Inc. is one of the world's largest independent manufacturers and wholesaler of Jeep[®], truck and off-road parts, accessories and floor liners. For two decades, Omix-ADA has designed, tested, manufactured or distributed 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 Automotive[®] and Precision Gear[®] are distributed throughout the USA and in more than 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com. Jeep[®] is a registered trademark of Chrysler Group LLC.

#