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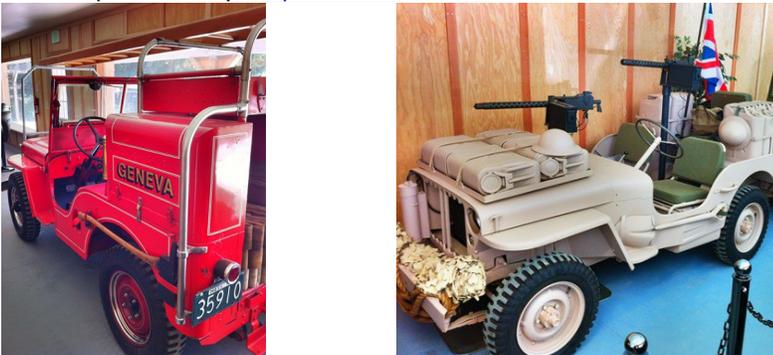


OMIX/RUGGED RIDGE ANNOUNCES NEW OFF-ROAD SUCCESS CENTER AT THE 2012 SEMA SHOW

*Industry Sales/Marketing Expert Seminars
in Truck, SUV, Off-Road Section of Upper South Hall Oct. 31 – Nov. 2*

Suwanee, GA (July 19, 2012) – Calling all dealers, jobbers, installers and other specialty equipment industry enthusiasts [attending the 2012 SEMA Show](#). Located in booth #30147 in the Upper South Hall of the Las Vegas Convention Center where other Truck, SUV and Off-Road equipment is showcased, the new Off-Road Success Center presented by [OMIX/Rugged Ridge](#) provides business owners and decision makers who want to be in the dynamic Jeep® and off-road lifestyle market an area to exchange ideas, learn new concepts for success and network with other like-minded people.

Hosted by several third party experts within the industry, as well as leaders from OMIX, the Off-Road Success Center will offer twice daily educational seminars where experts will discuss their first-hand experiences and formulas for success. Additionally, the Off-Road Success Center will include one-on-one consultations, demonstrations and free print materials (seminar dates and times to follow) on these business impacting topics. A range of vehicles illustrating the rich history of the industry will also be on display, including vintage models provided by [Jeep® Jamboree USA](#) and OMIX.



Above: Jeep® Jamboree USA will provide several historical international Jeeps for display in the Off-Road Success Center, including 1947 CJ-2A Fire Truck and British 1944 Willy Special Air Services Jeeps®.

Photo Credit: Jeep Jamboree USA

“We’re incredibly excited to sponsor this new area and help facilitate the knowledge of the benefits of growing a business that targets Jeep® and off-road enthusiasts,” said OMIX President Al Azadi. “When I started my Jeep® parts and accessories business 20 years ago, this knowledge was only available through the process of trial and error. Now we can finally share experts’ knowledge, and help other business owners and entrepreneurs be even more successful.”

Each seminar will be facilitated by OMIX personnel and led by industry specialists, who will share best practices, tips and tricks for maximizing sales, operational and marketing strategies within the off-road industry. Examples and case studies will also be presented. Planned seminars will include:

Recession-Proof Your Truck Business – Lifestyle Sells!

Learn how to diversify your truck business and cash in on the passion of Jeep® and off-road enthusiasts.

Facilitated by OMIX Director of Engineering and OEM Sales Matt Stanesic and hosted by SEMA Market Research Manager Gavin Knapp.

CA\$H, the Fuel of Your Business – How to effectively create cash from your operations.

Imagine having a surplus of cash to drive your business. Put this presentation on your SEMA schedule now because we will teach you how to create positive cash flow. You will also learn a new, simple, and extremely effective growth model that will amplify cash creation.

Facilitated by OMIX VP Brandon Seadorf with key speakers including a sales growth expert and logistics expert.

Data is the Engine – How to obtain, understand and simplify the loading of effective product data.

Are you frustrated with missing, inconsistent, or ineffective product data? Imagine having a process that reduced the time spent cleaning and loading product information. Learn how to simplify your team's understanding of data, implement seamless load processes and grow sales through clear product communications for your consumers.

Facilitated by OMIX Director of Purchasing Gonzalo Manotas and led by CEO of the SEMA Data Co-op, Jon Wyly.

Dealerships Dealt A Winning Hand – How Jeep® and truck dealerships win profit in the aftermarket.

Imagine creating increased consumer pull onto your lot and converting a higher profit sale. Learn how to use aftermarket accessories to ignite the enthusiast in your consumers, pulling them to your showroom and enjoying increased sales and profits.

Facilitated by OMIX Business Development Expert, Ray Weaver with case study testimonials by a Jeep® dealership who has successfully adopted this approach.

Bricks vs. Clicks – How do brick and mortar stores profitably compete with online retailers?

Does your blood boil when your customer says, 'But I can get it cheaper online.'? Learn tips and tools to successfully complete each sale without compromising margins while building customer loyalty. Learn to identify, effectively communicate and capitalize on the great value you offer that no website can. Personal relationships, trust, and technical know-how still rule.

Facilitated by OMIX Director of Sales, Steve Trudeau with a key retail sales expert.

Dare to Dream – Use your passion to increase sales in the Jeep® and off-road market.

Leveraging personal strengths, interests and passion is a formula for success, especially in the growing Jeep® and off-road market. No matter how you approach the market, via online, mail-order/catalog, as an installer, storefront or dealership, success can be achieved. Hear OMIX Founder and President Al Azadi's personal story and learn how you can leverage your own expertise to a higher degree from an expert management consultant.

Social Media: Find, Connect and Engage Customers – Build relevant content and consumer advocates to achieve greater success.

Social media is here to stay and it is changing the way we communicate and interact with consumers. Learn how to leverage a strategy and the tools effectively to become more successful and relevant in the market.

Facilitated by Omix-ADA Director of Marketing Henk van Dongen, featuring the social media case study of legendary off-road enthusiast Dave Doetsch, builder of award winning Jeepzilla and Black Widow with a soon to be confirmed social media expert.

"Off-road products and services are a significant and growing source of income for a lot of businesses," said SEMA President & CEO Christopher J. Kersting. "We applaud Omix-ADA for adding this innovative training program as part of their presence on the floor of the SEMA Show."

Further information on the seminars, including confirmed experts, dates and times of each seminar, will be published in the coming weeks. The Off-Road Success Center, presented by OMIX/Rugged Ridge is located in booth #30147 in the Truck, SUV and Off-Road section of the Upper South Hall of the Las Vegas Convention Center. For additional information on the 2012 SEMA Show, please visit www.semashow.com

ABOUT OMIX

OMIX-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep® parts and accessories, and now offers truck and off-road parts, accessories and floor liners. For nearly two decades, OMIX has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The OMIX 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, headquartered in Suwanee, GA at 770-614-6101 or visit www.OMIX-ADA.com

Jeep® is a registered trademark of Chrysler Group LLC. OMIX-ADA is not affiliated with Chrysler.

ABOUT JEEP® JAMBOREE USA

Jeep® Jamborees are a full two-day, family oriented four-wheel-drive adventure bring together the outdoors, down-to-earth people, and their Jeep 4x4s. Catering to every level of expertise, you will venture through scenic, off-highway situations you never thought your Jeep was capable of. And, perhaps best of all, you'll be meeting and making new friends along the way. To plan the adventure of a lifetime, please visit www.jeepjamboreeusa.com.

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