

FOR IMMEDIATE RELEASE

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



OMIX-ADA/RUGGED RIDGE TO FEATURE ACTOR R. LEE ERMEY AKA “THE GUNNY” AT 2013 SEMA SHOW IN LAS VEGAS

*Marine Corps Drill Instructor and “Full Metal Jacket” Actor to Support Live Military-Inspired Jeep® Build
as Part of Patriotic Celebration in Upper South Hall Lobby*

Suwanee, Ga. (July 10, 2013) – [Omix-ADA®](#) and [Rugged Ridge](#) today announced that R. Lee Ermey, “The Gunny,” will appear as a guest celebrity at the Off Road Success Center in the Upper South Hall Lobby during the 2013 SEMA Show in Las Vegas, November 5-7.

Best known for his role as Gunnery Sergeant Hartman in the motion picture “Full Metal Jacket,” Ermey, a devoted and retired marine, will hold several autograph sessions throughout the week at the Omix-ADA/Rugged Ridge Off Road Success Center alongside Omix-ADA’s historic military Jeep® collection. The Gunny will be onsite in the Upper South Hall Lobby from 9:30 a.m. – 4 p.m. on Tuesday (11/5), Wednesday (11/6) and Thursday (11/7) as part of his support for a live Jeep® build.



Devoted marine, actor R. Lee Ermey a.k.a. “The Gunny,” best known for his role as Gunnery Sergeant Hartman in “Full Metal Jacket,” and as the host of History Channel’s “Mail Call.”

In addition to “The Gunny,” the Off Road Success Center will feature a three-day live build of a custom military-inspired 2013 Jeep® Wrangler JK. A modern interpretation of wartime service Jeeps, this JK pays homage to our veterans and the legendary vehicles that aided our soldiers in countless war victories. The build team will consist of students from technical colleges and Omix-ADA employees.

“We couldn’t be more excited for The Gunny to be part of our patriotic celebration at SEMA this year,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “As one of the most iconic personalities of the armed forces, The Gunny is a natural fit to be featured alongside our historic military Jeep® collection and live Jeep® build.”

Returning for its second year at SEMA, the Off-Road Success Center is a space for business owners and decision makers within the Jeep® and off-road market to freely exchange ideas, learn new concepts for success and network with other industry professionals. Omix-ADA invites everyone to come out to the Off Road Success Center to celebrate our veterans, Jeep® heritage and learn how to thrive in the growing Jeep® and off-road market.

For more information on Omix-ADA, the Off-Road Success Center at the 2013 SEMA Show, as well as upcoming contests and promotions from Omix-ADA and its family of brands, please visit www.Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.

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 nearly two decades, Omix-ADA has designed, tested, manufactured or distributed more than 15,000 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 60 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.

#