



## FOR IMMEDIATE RELEASE

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## RUGGED RIDGE ANNOUNCES NEW LINE OF ECLIPSE SUN SHADES FOR '07-'13 JEEP JK WRANGLERS

*New, Easy Install Eclipse Sun Shades Offered for '07- '13 JK Wranglers*

**Suwanee, Ga. (July XX, 2013)** – [Rugged Ridge](#) today announced its new line of Eclipse Sun Shades for the '07-'13 Jeep 2-door and 4-door Wrangler (JK.)



Designed to provide an open air-experience while shielding passengers from harsh sunlight, the Eclipse Sun Shade is a mesh shade that installs between the front portion of a JK sport bar, giving passengers a free “top down” feeling, while protecting them from heavy sun rays.

An all-in-one inclusive package, the Eclipse Sun Shade does not require a header channel to be installed, and works with both soft and hard tops allowing access to the top clamps without having to uninstall the shade;

no fuss of re-installing it between uses!

“We developed this product because customers were asking for a summer top that was easy to install and remove,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “It was a great idea because it eliminated the need for a header channel; using the mesh material with built-in elastic straps solved that issue.”

Conveniently, the Eclipse Sun Shade installs quickly and comes with built in bungee cords with a small mesh carrying bag for storage. Compact in size, the sun shades can be easily stored in any compartment of your Jeep for quick access. One installation and your Jeep is ready to face the elements of nature.

The Eclipse Sun Shade is available online and through select Jeep and off-road parts/accessories retailers nationwide starting at **\$54.99**.

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 [www.RuggedRidge.com](http://www.RuggedRidge.com).

**Part Number:**

Rugged Ridge Eclipse Sun Shade	13579.04	\$54.99
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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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