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RUGGED RIDGE INTRODUCES NEW CIRCULAR LED THIRD BRAKE LIGHT FOR 1987-2017 JEEP WRANGLER

Improved Positioning and Increased Light Output for Lifted Jeeps

Suwanee, Ga. (September 19, 2017) – Rugged Ridge®, a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced its new Circular LED Third Brake Light for 1987-2017 Jeep Wrangler YJ / TJ/ LJ and JK/JKU models.

The Rugged Ridge new Circular LED Third Brake Light addresses a problem that plagues lifted Jeeps and provides an effective solution. When a vehicle is lifted above factory ride height and a larger diameter wheel and tire is used on the rear of the vehicle, the third brake light is moved upward, out of the normal field of vision. It is often obstructed by the spare tire, making it virtually useless. Many times the third brake light is removed altogether, creating a potentially serious safety concern.

The Circular LED Third Brake Light mounts directly behind the spare tire assembly on 1987-2017 Jeep Wranglers, positioning it at a lower height that is comparable to the factory brake light assembly. Equipped with 93 Bright Red LED's around its perimeter, the glow from the Circular Brake Light projects through the wheels opening, creating a brilliant, attention-grabbing display that can't be ignored. Greatly improved visibility is achieved by using super-efficient DIP LED's that draw less than one amp under normal operation.



Rugged Ridge's Circular LED Third Brake Light mounts in an adapted position for better visibility, improved safety and great looks.

Photo Credit: Rugged Ridge

Each Circular LED Third Brake Light is IP68 waterproof-rated for dependable performance in all weather conditions. Constructed of a rugged thermoplastic to save weight, the mounting plate is virtually impervious to most chemicals and is drilled with a dual bolt pattern making it compatible with both five on four and a half inch (YJ/TJ/LJ) and five on five inch (JK/JKU) bolt circles for a versatile fitment. The wiring features a weather-tight connector that will plug directly into the existing lighting connector on 07-17 JK / JKU models (some modification may be required for earlier models).

Rugged Ridge's Circular LED 3rd Brake Light is backed by an industry-leading five-year limited warranty and is available online and through select Jeep® and off-road parts & accessories retailers nationwide with an MSRP starting at \$93.99.

For more information about the Circular LED 3rd Brake Light or Rugged Ridge's complete line of high-quality Jeep and off-road products, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com.

Part No.	Description	MSRP
11585.04	Circular LED Third Brake Light	\$93.99

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 two decades, Omix-ADA has designed, tested and manufactured more than 20,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 90 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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