

## FOR IMMEDIATE RELEASE

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## RUGGED RIDGE INTRODUCES ADVANCED OFF-ROAD LED LIGHTING OPTIONS

*Durable New Modular Lighting Solutions for the Trail Feature 30,000 Hour Life*

**Suwanee, Ga. (January 21, 2014)** – [Rugged Ridge](#)® today introduced two new LED lights, a [16-watt three-inch cube](#) and a 72-watt 13.5-inch light bar, as part of its new modular lighting system. Specially engineered to provide nighttime off-roaders with reliable illumination, each light has been vibration, corrosion and submersion tested to stand up to the rigors of trail abuse.



Rugged Ridge LED lights are available as either a three-inch four-LED cube (Above) or a 13.5-inch 24 LED light bar. Each light has been submersion, corrosion and vibration tested to hold up to the toughest off-road abuse.

**Photo Credit:** Omix-ADA

Both the four LED cube and the 24 LED light bar are constructed using a black powder-coated aluminum housing and corrosion resistant stainless steel hardware that protects the advanced 30,000 hour CREE diodes.

“The power, durability and longevity of LED lights exceeds that of all other lights on the market today,” said Jacob Heaven, Omix-ADA’s CAD Designer. “Off-roaders sometimes need that extra time out on the trails. Our products provide a reliable lighting option so drivers don’t need to watch the clock to get back before sundown.”

Rugged Ridge LED Lighting is available online and through select Jeep, truck and off-road parts/accessories retailers nationwide starting at **\$62.99**.

For more information about 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 its website at [www.RuggedRidge.com](http://www.RuggedRidge.com).

Part Number	Description	Price
<a href="#">15209.03</a>	3 Inch Square LED Light Cube	\$62.99
15209.11	13.5 Inch LED Light Bar	\$279.99

### **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 16,000 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 70 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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