

## **FOR IMMEDIATE RELEASE**

Contact: Will Brewer  
JMPR Public Relations  
818.992.4353  
[wbrewer@jmprpublicrelations.com](mailto:wbrewer@jmprpublicrelations.com)



## **RUGGED RIDGE INTRODUCES ITS NEW LED BRAKE LIGHT RING FOR THE 2018 JEEP WRANGLER JL**

*Improved Positioning and Increased Output for Greater Visibility*

**Suwanee, Ga. (October 30, 2018)** – [Rugged Ridge](#)<sup>®</sup>, a Truck Hero Inc. company and leading manufacturer of high-quality Jeep<sup>®</sup>, truck and off-road parts and accessories, today announced the release of its new LED Third Brake Light Ring for the 2018 Jeep Wrangler JL.

Rugged Ridge's new LED Third Brake Light Ring for the Wrangler JL addresses a common issue that plagues lifted Jeeps. When a Jeep 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 itself, making it virtually useless. Many times the third brake light is removed altogether, creating a potentially serious safety concern.



The LED Third Brake Light Ring provides improved positioning for greater visibility, especially on lifted Jeeps.

The LED Third Brake Light Ring mounts directly behind the spare tire on 2018 Wrangler JL models, positioning it at a lower height for optimum visibility. Equipped with 93 Bright Red DIP LED's around its perimeter, light output from the LED Ring projects through the wheel's openings, creating a brilliant, attention-grabbing display that is impossible to ignore.

Each LED Brake Light Ring is IP68 waterproof-rated for dependable performance in all weather conditions and is constructed from a rugged thermoplastic to save weight. The mounting plate is impervious to most chemicals and is pre-drilled, making it compatible with the JL lug patterns as well as factory rearview camera equipment.

Rugged Ridge's LED Third Brake Light Ring is backed by an industry-leading five-year limited warranty and is available online and through select Jeep<sup>®</sup> and off-road parts and accessories retailers nationwide with an MSRP of \$77.76.

For more information about the LED Third Brake Light Ring or any of 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](http://www.RuggedRidge.com)

Part No.	Description	MSRP
11585.06	Third Brake Light Ring, LED; 18-18 Jeep Wrangler JL/JLU	\$77.76

**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>.

Omix-ADA is a subsidiary of Truck Hero whose product offering includes: hard and soft truck bed covers, truck caps, bed liners, floor liners, steps, suspension kits, Jeep® parts and off-road accessories. Truck Hero's industry leading family of brands includes Advantage, A.R.E., BAK, BedRug, Extang, Husky Liners, N-FAB, Omix-ADA, Retrax, Rugged Liner, Rugged Ridge, Superlift, TruXedo, UnderCover and an online retailer, RealTruck. Jeep® is a registered trademark of FCA USA LLC.