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OMIX-ADA TO SHOWCASE JEEPS MILITARY ROOTS AT ITS OFF-ROAD SUCCESS CENTER DURING 2017 SEMA SHOW

Three Rare Pre-World War II Prototypes to Share Spotlight

Suwanee, Ga. (August 4, 2017) – [Omix-ADA](#)[®], a leading manufacturer of high quality Jeep[®], truck and off-road parts and accessories, today announced that it will feature eight historic Jeeps from its ever-expanding vintage and historic [Jeep Collection](#) at the company's Off Road Success Center during the [2017 SEMA Show](#), in Las Vegas on October 31 thru November 3.

This year will mark the fifth time that Omix-ADA has featured historically significant Jeeps from their extensive corporate collection at the SEMA Show for spectators to enjoy, debuting back in 2013 to wide appeal.

“Our motivation for creating and expanding our Jeep Collection is to further preserve, honor, and share Jeeps’ incredible heritage,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “Our growing collection of Jeeps is also representative of our company as a whole and our ever expanding portfolio of Jeep products that we manufacture.”

And what better way to honor Jeeps heritage than with a gathering of eight models that served the needs of our military over the years, preserved and on display for all to enjoy. Among those featured are three original World War II prototypes: a 1941 Bantam BRC-40 which is one of roughly 100 known to still exist, a Ford GP and the iconic Willys MA.



Omix-ADA will feature rare and historic Jeeps from its Jeep Collection at the Off Road Success Center at the 2017 SEMA Show in Las Vegas.

Photo Credit: Omix-ADA

In addition to the rare prototypes, a handful of other Jeeps will don their proper camo for the event; establishing clearly Jeeps proud lineage:

* **1942 Willys MB** – With its odd nine slot grille, the MB was one of the first military vehicles to be mass-produced in the United States, manufactured from 1941 to 1945. These four-wheel drive utility vehicles were considered the iconic WWII Jeeps as they were extremely useful for war maneuvers.

* **1943 Ford GPA "Seep"** – A rare amphibious version of the Ford GP, the 'Seep' (short for Sea Jeep) was built for the U.S. Army between September 1942 and June 1943. Only 12,778 were made and very few survived.

* **1951 Willys M38** – The Korean War era M38 effectively replaced the World War II military Jeep models. With a stronger frame, waterproof 24 volt electrical systems and a rear-mounted machine gun, what's not to love?

* **1952 Willys M38-A1** – Produced from 1952 thru 1971, the M38-A1 was the first to sport the rounded fender and contoured hood design which became popular look of the CJ5. This U.S. Marine favorite is fitted for battle with complete intake and exhaust snorkel system.

* **1967 Jeep M715** – The American 5/4 ton military pickup based on the civilian Jeep Gladiator. The M715 was widely used in Vietnam, the Korean DMZ and European bases. The M715's large size and hefty load capacity makes it a worthy support vehicle, as menacing as it is functional.

Returning for its sixth year, the Off Road Success Center is a forum where business owners and industry enthusiasts within the Jeep and off-road market can meet and freely exchange ideas, learn new concepts for success while networking with other industry professionals.

Omix-ADA invites all SEMA attendees to come to the Off Road Success Center to view the featured vehicles from the collection, celebrate Jeeps proud military heritage and learn how to thrive in the growing Jeep and off-road market.

For more information on Omix-ADA's complete Jeep Collection, please visit www.JeepCollection.com. For more information on Omix-ADA, its family of brands, or the Off Road Success Center at the 2017 SEMA Show, please visit www.Omix-ADA.com or contact Omix-ADA directly at 770-614-6101.

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 more than 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 www.omix-ada.com. Jeep® is a registered trademark of FCA USA LLC.

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