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**NEW RUGGED RIDGE XHD HIGH CLEARANCE BUMPER ENDS  
FOR JEEP® '07-'13 JK WRANGLER NOW AVAILABLE**

*New Ends Increase Options On Rugged Ridge's Popular XHD Bumper System*

**Suwanee, Ga. (October XX, 2012)** – [Rugged Ridge](#), makers of the original modular bumper, today announced the introduction of all-new high clearance bumper ends for its XHD Bumper System. With the success of the modular system since it was first introduced in 2008, Rugged Ridge understood that giving customers additional options would be a good decision.



**Above:** Rugged Ridge XHD high clearance bumper ends provide greater trail clearance and a striking design.

Rugged Ridge's new addition to the XHD Steel Modular Bumper System offers additional clearance for trail obstacles and oversize tires, while also offering a unique appearance. In fact, the new bumper ends match up perfectly with OE fender flares and offer a European-influenced style by closing the normal gap between the bumper and the flares.

Each of the new bumper ends are constructed of heavy duty textured black powder coated steel, using a tough E-coat undercoating process that prevents rusting and still matches the existing center section of Rugged Ridge's XHD bumper system. These ends fit the XHD bumper bases 11540.10 and 11540.11.



**Above:** Close up of XHD high clearance end by Rugged Ridge

"While undergoing trials over the last few years with the current XHD bumper system, we realized that adding high clearance ends to the system as an option, makes the current bumper even more effective on tougher trails and obstacles. We also heard from customers that they didn't always like the gap between the stock bumper and stock

flares. The design of the new ends really solve many concerns our customers had.” said Patrick Bennett, Product Development Manager at Omix-ADA.

Rugged Ridge XHD High Clearance Bumper Ends are covered by an industry leading five-year limited warranty and are available [online](#) and through select Jeep and off-road parts/accessories retailers nationwide, starting at \$219.99. 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 <http://www.RuggedRidge.com/>.

**Part Numbers:**

XHD High Clearance Bumper Ends, Pair, Textured Black, 07-13 JK Wrangler      11540.24

**ABOUT OMIX-ADA, INC.**

Omix-ADA<sup>®</sup>, Inc. is the world’s largest independent manufacturer and wholesaler of Jeep<sup>®</sup>, truck and off-road parts, accessories and floor liners. For nearly two decades, Omix-ADA has designed, tested and manufactured more than 15,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge<sup>®</sup> and Alloy USA<sup>®</sup> 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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