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Contact: Nathan Hoyt/Andrew Brudnicki
JMPR Public Relations
818.992.4353
nhoyt@jmprpublicrelations.com
abrudnicki@jmprpublicrelations.com



RUGGED RIDGE INTRODUCES NEW BOWLESS XHD SOFT TOP WITH DOOR SURROUND FOR 1997-2006 JEEP® TJ WRANGLER

Unique Design Eliminates Bulky OE Frame and Hardware

Suwanee, Ga. (October XX, 2012) – When the time comes for Jeep® owners to replace their vehicle’s aging soft top, they’re faced with the daunting task of choosing a proper replacement. [Omix-ADA®](#), a leading manufacturer of high-quality Jeep accessories, has now made this long-difficult decision much easier for Jeep owners with the availability of its new [Rugged Ridge Bowless XHD Soft Top with Door Surround](#) for 1997-2006 Jeep TJ Wrangler.



Above: Rugged Ridge Bowless XHD Soft Top in Black Sailcloth

The Rugged Ridge Bowless XHD Soft Top is the most versatile Jeep soft top on the market, transforming from a full top to a summer brief in seconds. The innovative design completely eliminates the need for the bulky OE soft top frame, creating an aerodynamic “fastback” look. The Bowless XHD Soft Top fits snugly over the factory roll bar and retains the factory door surrounds and tailgate bar to provide an air tight fit.

Manufactured to the same specifications as the factory replacement tops, the Bowless XHD Soft Top features reinforced stitching on the heavy “pull” areas, heavy duty 30 mil thick DOT approved window glass with 31% tint, durable vinyl coated polyester and cotton fabric, and seams sewn with marine grade thread to prevent deterioration or discoloration from the sun. Each soft top kit also includes all necessary hardware for installation as well as aftermarket door surrounds to replace damage or missing original pieces.



Above: Rugged Ridge Bowless XHD Soft Top in Denim Spice

"Although the TJ Wrangler has not been in production for some time, we know that Jeep owners have a strong attachment to their vehicles and hold on to them for many years. We developed the Bowless XHD Soft Top to be the last

soft top Jeep owners will ever buy, bringing modern style and convenience to older Jeeps.” said Patrick Bennett, Product Development Manager at Omix-ADA.

Rugged Ridge Bowless XHD Soft Tops 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 \$379.99 (starting at \$529.99 for XHD Bowless Soft Top with Door Surround). 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:

Bowless XHD Soft Top w/Door Surround, Black Sailcloth, 1997-2006 TJ Wrangler	13751.01
Bowless XHD Soft Top w/Door Surround, Black Diamond, 1997-2006 TJ Wrangler	13751.35
Bowless XHD Soft Top w/Door Surround, Denim Spice, 1997-2006 TJ Wrangler	13751.37
Bowless XHD Soft Top No Door Surround, Black, 1997-2006 TJ Wrangler	13750.01
Bowless XHD Soft Top No Door Surround, Black Diamond, 1997-2006 TJ Wrangler	13750.35
Bowless XHD Soft Top No Door Surround, Denim Spice, 1997-2006 TJ Wrangler	13750.37

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 nearly 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 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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