

FOR IMMEDIATE RELEASE

Contact: Natasha Jenkins/ Brian Alexander
JMPR Public Relations
818.992.4353
njenkins@jmprpublicrelations.com
balexander@jmprpublicrelations.com



OMIX-ADA / RUGGED RIDGE AND ABSOLUTE RESULTS TO SHOWCASE HERO JEEP AT SEMA 2016

Jeep Purpose-built for Hope of Life Search and Rescue Returns from Guatemala

Suwanee, Ga. (October XX, 2016) – [Omix-ADA®](#), the world’s largest independent manufacturer and wholesaler Jeep®, truck and off-road parts and accessories, today announced that it will partner with Absolute Results Productions to showcase the Hope of Life HERO Jeep at SEMA 2016. The Hope of Life team has successfully uses Jeeps to actively aid children and families in one of the poorest countries of the world.

The Hope of Life Jeep is a vehicle purpose-built in partnership with an assortment of Omix-ADA and Rugged Ridge parts to help it outperform and navigate the muddiest, most remote jungle roads and trails in the mountains of Guatemala, where the organization has traveled to help solve local issues such as childhood malnutrition, poor living conditions and lack of access to the most basic of medical services. Started by Carlos Vargas, Hope of Life is a highly respected Christian non-profit organization that is searching out these children and families in need and bringing them to the Hope of Life Hospital, providing medical care, food, support and housing.

Absolute Results worked hand-in-hand with Hope of Life to design and provide HERO Jeeps built to handle the punishing terrain of Central America.

“I have worked with the Jeep brand for many years, and have always been impressed with their tremendous capabilities and the heroic legacy of the brand,” said Jeff Williams, President and Founder of Absolute Results. “After personally being a part of several rescues in the mountains, it was obvious that purpose-built Jeeps were the solution.”

The Absolute Results Team went to work and partnered with some of the most respected companies in the Jeep industry to build the first Hope of Life Jeep, including Omix-ADA and Rugged Ridge. To help deal with the rugged terrain, parts supplied by Rugged Ridge for the build included Spartacus Front and Rear Bumpers and winch, XHD Snorkel with Pre-filter, XHD Rock Sliders, Skid Plates for Engine, Transmission, Control Arm and Transfer Case, Hood Catches, Light Guards and many other parts.

“A generation is disappearing in Guatemala. The need is so great, that we cannot do it alone, this work only happens because of real heroes from around the world.” states Hope of Life Founder Carlos Varga. “Our friends at Absolute Results had their heart broken for the needs of these little ones, and they have now helped us rescue dozens of babies. By providing us with resources like this amazing HERO Jeep, and

telling the story of these babies to Jeep owners, they are giving others the opportunity to join us in transforming lives here in Guatemala.”

Jeep owners are invited to learn more about how Jeeps are making a difference around the world in the hands of real heroes at SEMA 2016. The HERO Jeep will be on display at SEMA [Lower South Hall Lobby (SL02)] and in Jeep dealerships through spring of 2017 before being shipped to Hope of Life in Guatemala.

For more information on the HERO Jeep, please visit www.jeepheroes.com

For more information about Omix-ADA / Rugged Ridge and its complete line of high-quality Jeep and off-road products, please visit: www.omix-ada.com, or visit Omix-ADA at the Off Road Success Center at SEMA (booth number 34000).

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.

About ABSOLUTE RESULTS PRODUCTIONS:

Absolute Results is Canada's largest automotive marketing company. Absolute Results specializes in database marketing, conquest marketing, salesperson training, and Private Sales events. Annually Absolute Results' 180 trainers and 120 production staff work with over 1700 dealerships in 14 countries, helping them sell over 130,000 cars. Dealers working with Absolute Results benefit from a more effective and measurable spend of their advertising dollars, an enhanced sales process, and increased sales, month over month.

About HOPE OF LIFE:

Hope of Life is located in Eastern Guatemala, where severe malnutrition is a result of adverse weather, poor soil, and the global economic turndown. In this area, it is estimated that over 54,000 people go hungry on a daily basis. With a chronic undernutrition rate of nearly 50%, this makes Guatemala the most undernourished country in Latin American and the fourth highest in the world.

In the hills and remote communities of Guatemala thousands of children are clinging to their lives. Malnutrition and preventable diseases weaken them each day. Their parents are too poor to help them – but you can rescue a child and nurse them back to health.

Hope of Life rescue teams use Jeeps, trucks, boats, donkeys, ambulances, and their loving arms to carry sick children to our hospital. We bring a child urgent medical care and work in their village to wipe out hunger and disease with sustainable clean water, food, and hope for the future.

###