

FOR IMMEDIATE RELEASE

Contact: Will Brewer
JMPR Public Relations
818.992.4353
wbrewer@jmprpublicrelations.com



RUGGED RIDGE ANNOUNCES NEW AGGRESSIVE DESIGN PHILOSOPHY AND UNVEILS UPDATED BRANDING TO ACCOMPANY THE NEW DIRECTION

Suwanee, Ga. (January 30, 2019) – [Rugged Ridge](#)[®], a Truck Hero, Inc. company and leading manufacturer of high-quality Jeep[®], truck and off-road parts and accessories, today shared their new design philosophy accompanied by an updated logo and branding design for the Rugged Ridge line of Jeep accessories and floor liners.

Rugged Ridge was established in 2005 by parent company Omix-ADA to function as its aftermarket Jeep accessories brand. For the past 14 years, Rugged Ridge has created thousands of Jeep Wrangler accessories, servicing the needs of the Jeep and off-road communities.

In 2017, Omix-ADA and its Rugged Ridge brand were purchased by Truck Hero. This change in ownership, along with the launch of the new Jeep JL Wrangler, inspired a renewed philosophy in product design: to aggressively engineer the most innovative products available for today's discerning Jeep owner. This commitment will deliver materials of exceptional quality, precise fitments and the finest premium finishes available in the industry today.

The new design philosophy also encouraged a fresh approach to the company's corporate branding strategy. The new branding and logos suggest a more aggressive and contemporary concept. The logo imagery represents a modern interpretation of the mountains and trails, alluding to the promise of adventure that Jeep enthusiasts are intimately familiar with.



Rugged Ridge's new logo replaces the dated outgoing design and alternately features the company's tag line *"Your Jeep. Your Adventure"*

Image Credit: Rugged Ridge

"We took our experience from developing thousands of Jeep accessories and combined it with the knowledge and support of Truck Hero to decide where we should take our brand over the coming decade," said Henk van Dongen, Director of Marketing at Rugged Ridge. "With the excitement surrounding the new Wrangler JL, our innovative design philosophy strives to raise the standard in the marketplace. We're excited to debut our updated branding and logos to reflect these changes."

For more information on this rebranding, or on any of Rugged Ridge's complete line of high-quality Jeep and off-road parts and accessories, or to find an authorized retailer, please contact Rugged Ridge directly at 770-614-6101 or visit www.RuggedRidge.com

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>.

About Truck Hero, Inc.

Headquartered in Ann Arbor, MI, Truck Hero provides consumers a full range of truck bed covers and other truck and Jeep accessories with market leading functionality, engineering, quality, and design. The breadth of Truck Hero's product offering is vast, including: 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. All of the companies in the Truck Hero family are recognized as premier brands and are leaders in product innovation. For more information, please visit our website at truck-hero.com. Jeep® is a registered trademark of FCA USA LLC.