

FOR IMMEDIATE RELEASE

Contact: Brian Alexander/Will Brewer
JMPR Public Relations
818.992.4353
balexander@jmprpublicrelations.com
wbrewer@jmprpublicrelations.com



RUGGED RIDGE ANNOUNCES SPECIAL MONTH-LONG CONSUMER REBATE PROGRAM

Exclusive Incentives Given for Qualifying Side Steps and Bumper Packages

Suwanee, Ga. (March 9, 2018) – [Rugged Ridge®](#), a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced aggressive rebates on qualifying consumer purchases of Rugged Ridge Side Steps and Bumper packages between March 15 and April 15, 2018.

Consumers who purchase a qualifying Rugged Ridge bumper package during the promotional period are eligible for a \$200 rebate from the manufacturer. Customers who purchase any of the qualifying Side Steps, Running Boards, Nerf Bars or Rock Slider products from authorized retailers are eligible for a \$50 rebate, as well.



In order to receive the rebate, consumers are directed to submit their eligible purchase by completing the rebate form at <http://www.ruggedridge.com/bumpers-steps-rebate>

For more information about the special Consumer Rebate Program or any of 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 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>.

Jeep® is a registered trademark of **FCA USA LLC**.

