

FOR IMMEDIATE RELEASE

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RUGGED RIDGE EXPANDS AVAILABILITY OF EXO-TOP™ WITH NEW TWO-DOOR JEEP JK WRANGLER APPLICATIONS

First-Of-Its-Kind Design Now Available for All 2007-2016 Wrangler Body Styles

Suwanee, Ga. (July 7, 2015) – [Rugged Ridge](#)® today announced the availability of its [Exo-Top™](#) in new expanded applications for [two-door 2007-2015 Jeep Wrangler JK](#). Previously only available for four-door Unlimited models, the two-door Exo-Top™ features the same innovative, industry-first design that combines open air functionality of a soft top with the utility of an integrated roof rack.

The Exo-Top™ enables owners to experience their Jeep to its full potential for camping, off-roading, or as part of any outdoor lifestyle by allowing users to conveniently open or remove the Jeep's soft top with ease without having to unload any gear or cargo from the roof rack. Integrated into the 300-lb. capacity roof rack is an advanced externally suspended soft top design that fastens using a series of Velcro straps along the perimeter bars of the roof rack. The pulling force applied by the Velcro helps to tighten and shape the soft top as well as allow for simple soft top removal and installation.

The Exo-Top™ also features a Sun Slider®, which allows the top to slide back with the release of just two clips, providing an open-top experience without having to leave the driver's seat.

As with the four-door model, Rugged Ridge's two-door Exo-Top™ features a patent-pending design that is a direct bolt-on installation with no drilling required. It is also compatible with most standard rack attachments and accessories in the industry, enabling Jeep owners to utilize the Exo-Top™ with their existing equipment to safely haul any type of gear for outdoor adventures, including bicycles, skis, snowboards and kayaks.

"We couldn't be more proud to offer the Exo-Top™ to an entire new segment of Jeep owners," said Patrick Bennett, Product Development Manager at Omix-ADA. "As the first product to combine a soft top and roof rack into one convenient, easy to use system, we created the Exo-Top™ as an affordable way for JK Wrangler owners to make their Jeep the most usable and enjoyable in any setting."

The Rugged Ridge Exo-Top™ is now available purchase from authorized retailers online and worldwide at an MSRP of **\$1,600.99** for two door JK Wrangler applications, and at a **\$1,733.99** MSRP for four-door Unlimited applications.

The Exo-Top™ can be seen in action on a JK Wrangler on the [Rugged Ridge YouTube Channel](#).



Rugged Ridge's new Exo-Top™ features a unique industry-first design that combines the utility of a roof rack with the open-air freedom of a soft top in one easy to use, bolt-on product

Photo Credit: Omix-ADA

For more information on the Rugged Ridge Exo-Top™, 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.

Part Number	Description	MSRP
13516.01	Exo-Top™, 2-door 2007-2015 Jeep Wrangler JK	\$1,600.99
13516.02	Exo-Top™, 4-door, 2007-2015 Jeep Wrangler JK	\$1,733.99

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 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 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com.

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