

FOR IMMEDIATE RELEASE

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RUGGED RIDGE EXPANDS LINE OF ALL TERRAIN FLOOR LINERS WITH NEW APPLICATIONS FOR JEEPS, TRUCKS AND SUVS

*Patented Floor Liners Now Available in Black, Gray and Tan
For More Than 75 Vehicles*

Suwanee, Ga. (November 2014) – [Rugged Ridge](#)® today announced the availability of its expanded line of [All Terrain Floor Liners](#) for Jeeps, trucks and SUVs with new applications that include Chevy Silverado, GMC Sierra, Dodge Ram and Jeep® Cherokee. Available in black, gray and tan colors, Rugged Ridge Floor Liners compliment the interior of more than 75 different vehicles from Jeep, Chevrolet, GMC, Cadillac, Dodge, Ford, Lincoln, Nissan and Toyota.



Rugged Ridge All Terrain Floor Liners are engineered to offer complete interior protection, with “Deep Tread Technology” to channel debris and moisture away from the vehicle’s carpeting and upholstery.

Photo Credit: Rugged Ridge

Unlike most floor liners, which are constructed from an extruded sheet of plastic, Rugged Ridge’s All Terrain Floor Liners are injection molded for superior performance and durability. The injection molding process, though more expensive to develop, enables Rugged Ridge to create floor liners with precise fit and a deeply formed perimeter wall for maximum coverage.

Rugged Ridge All Terrain Floor Liners are engineered to offer complete interior floor protection during everyday use. Each Floor Liner features “Deep Tread Technology” with 3/8-inch deep chevrons, nearly three times the depth of other floor liners, to channel debris and moisture. The Floor Liners were specifically developed with the hunter, fishermen, commercial truck owner and off-roader in mind.

Vehicle owners can be assured that when Rugged Ridge All Terrain Floor Liners are installed, their investment is protected for the life of the vehicle. All of Rugged Ridge’s All Terrain Floor Liners are covered by a limited lifetime warranty.

For more information on Rugged Ridge’s All-Terrain Floor Liners, its 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 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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