

FOR IMMEDIATE RELEASE

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RUGGED RIDGE RELEASES NEW ALL-TERRAIN CENTER CONSOLE COVERS FOR 2002-2016 JEEP WRANGLERS

Provides Added Interior Protection and Styling to JK and Select TJ/LJ Jeeps

Suwanee, Ga. (February 3, 2016) – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep® parts and accessories, today announced its new [All-Terrain Center Console Covers](#) for 2002-2006 Jeep TJ/LJ and 2007-2016 JK Wranglers.

The All-Terrain Center Console Covers are designed to prevent the accelerated wear and tear common to Jeep Wranglers, resulting from sun exposure and off-roading. Unlike cloth and leather consoles, these heavy duty covers will keep your center console in showroom condition for years to come.

Molded from durable polyurethane foam, the All-Terrain Center Console Covers create a heavy duty barrier to protect the vulnerable console from scratches, rips, stains and even damage from pet claws, while also enhancing interior styling with Rugged Ridge’s unique tread design.



Rugged Ridge All-Terrain Center Console Covers shield Jeep Wrangler center consoles from wear and tear while adding aggressive styling to Jeep interiors.

Photo Credit: Rugged Ridge

“In Jeeps, consoles constructed of cloth or leather may offer comfort, but they often fall short in longevity.” said Alain Eboli, Engineering Manager at Omix-ADA. “Every day wear can cause micro-tears, cracks and fading, but our All-Terrain Center Console Covers prevent this type of damage from ever occurring.”

Rugged Ridge All-Terrain Center Console Covers install securely within seconds with the supplied automotive grade adhesive tape. Each Center Console Cover is backed by an industry-leading five-year limited warranty and are available at an MSRP of **\$53.99**.

For more information about Rugged Ridge’s complete line of high-quality Jeep and off-road products, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit its website at www.RuggedRidge.com.

Part No.	Description	MSRP
13107.43	All-Terrain Center Console Cover, Tan, ‘11-‘16 JK Wrangler <i>*Available late-February 2016</i>	\$53.99
13107.42	All-Terrain Center Console Cover, Black, ‘11-‘16 JK Wrangler	\$53.99
13107.41	All-Terrain Center Console Cover, Tan, ‘07-‘10 JK Wrangler <i>*Available late-February 2016</i>	\$53.99
13107.40	All-Terrain Center Console Cover, Black, ‘07-‘10 JK Wrangler	\$53.99
13104.60	All-Terrain Center Console Cover, Black, ‘02-‘06 TJ/LJ Wrangler	\$53.99

13104.61 | All-Terrain Center Console Cover, Black, '97-'01 TJ Wrangler
**Available late Spring 2016*

| \$53.99

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 <http://www.omix-ada.com>.

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