

FOR IMMEDIATE RELEASE

Contact: Andrew Brudnicki / Natasha Jenkins
JMPR Public Relations
818.992.4353
abrudnicki@jmprpublicrelations.com
njenkins@jmprpublicrelations.com



RUGGED RIDGE LAUNCHES NEW BOULDER ALUMINUM DIFFERENTIAL COVERS FOR DANA 44 AND 30 AXLES

New Heavy-Duty Covers Engineered as Stronger Replacement to Factory Covers

Suwanee, Ga. (January 19, 2016) – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep® parts and accessories, today announced its new line of [Boulder Aluminum Differential Covers](#) for Dana 44 and 30 axles. Each cover is designed to help protect internal components from damage caused by contact with rocks and other terrain off-road as well as aid in dissipating heat from differentials.

The new matte black Rugged Ridge Boulder Aluminum Differential Covers are constructed from A356-T6 cast aluminum for strong impact resistance and feature a precision machined sealing surface, allowing gaskets or RTV sealant to be used for a leak-free seal.

“Most stock differential covers are merely a thin plate of steel, which trap in heat and can dent and leak after coming in contact with an obstacle,” said Chris Van Buren, Engineering Manager at Omix-ADA. “Our aluminum covers are engineered to be a rugged, stylish replacement to handle tough trail conditions.”

Rugged Ridge Boulder Aluminum Differential Covers come complete with a magnetic drain plug for protection against costly damage from metal particles that can accumulate in gear oil. The Boulder covers also include a specially designed dipstick bolt to help Jeep owners avoid under or overfilling their differentials.



Rugged Ridge’s new Boulder Aluminum Differential covers are finished in matte black and are engineered to protect differential components against damage from contact with obstacles on the trail.

Photo Credit: Rugged Ridge

The Rugged Ridge Boulder Aluminum Differential Covers are now available at an MSRP of **\$114.99**.

For more information on 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 www.RuggedRidge.com.

| Part No. | Description | MSRP |
|--------------------------|---|----------|
| 16595.12 | Rugged Ridge Boulder Aluminum Differential Cover, Dana 44 | \$114.99 |
| 16595.13 | Rugged Ridge Boulder Aluminum Differential Cover, Dana 30 | \$114.99 |

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.

Jeep® is a registered trademark of Chrysler Group LLC.

#