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RUGGED RIDGE ANNOUNCES NEW BOWLESS SOFT TOPS FOR 2007-2016 JEEP WRANGLER JK

Versatile Design Easily Converts from Full Top to Savannah Top Configurations

Suwanee, Ga. (August 3, 2015) – [Rugged Ridge](#)[®], a leading manufacturer of high-quality Jeep[®] parts and accessories, today announced its new Bowless Soft Top for 2007-2016 Jeep Wrangler JK [two-door](#) and [four-door Unlimited](#) models. The distinctive, fully enclosed design allows Jeep owners to quickly and easily switch between traditional full top and Savannah top configurations.



The Rugged Ridge Bowless Soft Top features a sporty, fastback design and converts quickly from a traditional full top to a savannah top.

Photo Credit: Rugged Ridge

The Rugged Ridge Bowless Soft Top completely eliminates the bulky factory soft top frame by allowing a snug fit over the factory roll bar for a more aerodynamic “fastback” look, while effectively providing an air-tight enclosure. This is accomplished while retaining the stock door surrounds and tailgate bar. The design also allows Jeep owners to use a variety of aftermarket windshield headers, including [Rugged Ridge’s steel windshield channel](#).

The Bowless Soft Top is equipped with high-density foam covered whisper bars for additional support and structure, and dramatically reduces wind and road noise commonly associated with other frameless soft top designs.

Inside, the top features a pair of zippered mesh corner pockets for added interior storage for maps and any other items needed for off-road adventure.

The Bowless top features the same durable construction as all other Rugged Ridge soft tops, with reinforced stitching on heavy duty “pull areas,” vinyl coated polyester and cotton fabric and 30 mil thick DOT approved 31 percent tinted windows. All sewn seams use marine grade thread, ensuring it does not deteriorate or discolor from the sun.

“We wanted to raise the bar in bowless and frameless JK soft top design by creating a more affordable, quieter and better fitting top, which is something that hasn’t been seen until now,” said Patrick Bennett, Product Development Manager at Omix-ADA. “We couldn’t be more proud to add this our already impressive lineup of soft tops.”

The Rugged Ridge Bowless Soft Top is available online now for four door JK Wrangler applications with retail pricing starting at **\$419.99** for two-door applications and **\$429.99** for four-door applications.

For more information on the Rugged Ridge Bowless Soft Top, 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	Retail Price
13750.38	Bowless Soft Top, 4-door, 2007-2016 Jeep Wrangler JK Unlimited	\$429.99
13750.39	Bowless Soft Top, 2-door, 2007-2016 Jeep Wrangler JK	\$419.99

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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