## FOR IMMEDIATE RELEASE

Contact: Natasha Jenkins/ Brian Alexander JMPR Public Relations 818.992.4353 <a href="mailto:njenkins@jmprpublicrelations.com">njenkins@jmprpublicrelations.com</a> balexander@jmprpublicrelations.com



## RUGGED RIDGE LAUNCHES NEW WINDSHIELD CB MOUNT FOR 1997-2002 JEEP WRANGLER TJ

Ease of Radio Access and Simplicity of Design in One Package for '97-'02 models

**Suwanee, Ga. (June 2016)** – <u>Rugged Ridge</u><sup>®</sup>, a leading manufacturer of high-quality Jeep<sup>®</sup> parts and offroad accessories, today announced its new <u>Windshield CB Radio Mount</u> for 1997-2002 Jeep Wrangler TJ models for increased ease of radio access.

The new CB radio mount was designed to incorporate a simple mounting bracket that secures to the windshield frame, above the rearview mirror, utilizing the factory hardware. The installation is made clean and simple as there is no drilling required.

The radio mount is crafted with a universal pattern allowing it to work with most radio manufacturers mounting brackets and places the CB unit at a higher elevation allowing the driver to focus entirely on the road and eliminating the need to reach across the center console to reach for the microphone or change the channel.

"When we designed the CB mount, we wanted drivers to have effortless access to the controls and displays," says

Rugged Ridge's new CB Radio Mount increases safety and was designed with a simple mounting bracket which requires no drilling for installation. **Photo Credit**: Rugged Ridge

Alain Eboli, Engineering Manager at Omix-ADA / Rugged Ridge. "We believe that doing so will increase safety while driving and providing easy radio access."

Constructed of Q235 Steel and finished in Gloss Black Powder Coat, the CB Radio mount is built to look great and last for years to come. Each CB Radio Mount is backed by an industry-leading five year limited warranty and is available at an MSRP of \$26.99.

For more information about the CB Radio Mount, or 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 <a href="https://www.RuggedRidge.com">www.RuggedRidge.com</a>.

Part No.	Description	MSRP
13551.08	CB Radio Mount, '97-'02 Jeep Wrangler TJ	\$26.99

## **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.

Jeep® is a registered trademark of FCA USA LLC.

# # #