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RUGGED RIDGE HITS THE ROAD WITH ALL-NEW CUSTOM 53-FOOT TRAILER

Jeep Parts and Accessories Industry Leader Increases Presence at Off-Road Events and Shows for 2015-2016

Suwanee, Ga. (September 22, 2015) – Leading manufacturer of high-quality Jeep® parts and accessories, [Rugged Ridge](http://www.RuggedRidge.com), today announced that it is hitting the road with a custom designed trailer to raise the bar on their show efforts at Jeep and off-road events in 2016.

Featuring Rugged Ridge’s iconic orange Jeep Wrangler (JK) Unlimited known as “Mango”, the 53-foot tri-axle gooseneck trailer showcases a vivid mountainous scene making the Jeep look truly larger than life, invoking the Jeep lifestyle.

The company’s exclusive slogan of “We Make Jeeps Rock” is printed across the trailer, reaffirming Rugged Ridge’s commitment to supplying the most innovative and cutting edge Jeep parts and accessories for the growing Jeep and off-road enthusiast market.

“This trailer reflects our ever increasing efforts towards having a strong brand campaign both on and off-road now and in the coming years,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “We want people to be able to count on Rugged Ridge to provide them with true and proven Jeep parts and accessories, and we want people to know we stand strongly behind our brands.”



Rugged Ridge’s 53-foot trailer features an end-to-end vinyl wrapping showcasing the brand’s iconic Wrangler, “Mango”.

Photo Credit: Rugged Ridge

For more information about the trailer, Rugged Ridge and its 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.

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 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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