

FOR IMMEDIATE RELEASE

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RUGGED RIDGE EXPANDS LINE OF ECLIPSE SUN SHADES WITH NEW APPLICATIONS FOR '97-'06 JEEP WRANGLER

*One-Piece, Full-Length Sunshade Gives “Top Down Feeling”
While Providing Passengers Protection from the Sun*

Suwanee, Ga. (November 2014) – [Rugged Ridge](#)® today announced the expansion of its Eclipse Sun Shade line with the release of one-piece, full-length applications for 1997-2006 Jeep® TJ Wrangler and 2003-2006 Jeep LJ Wrangler models.

Much like Rugged Ridge’s latest Eclipse Sun Shade for JK Wrangler models, the one-piece, full-length shade protects both front and rear passengers from the sun while simultaneously offering a “top-down feeling” when driving.

The full-length Eclipse Sun Shade features mesh construction, and is secured between the windshield and the rear crossbar without the need to install a header channel. With the help of built-in elastic straps, the Eclipse Sun Shade is designed to retain access to the Jeep’s top clamps, meaning drivers can keep the shade in place and still use the factory top. When not in use, the Eclipse Sun Shade can be stowed in the included small mesh carrying bag, which fits just about any compartment of Wranglers for quick access.



“We wanted to bring the same convenience to older Jeeps that JK Wrangler owners have enjoyed of having a one-piece shade that covers both front and rear passengers,” said Henk Van Dongen, Director of Marketing at Omix-ADA.

The Rugged Ridge full-length, one-piece Eclipse Sun Shade for the Jeep TJ and LJ Wrangler is available online and through select Jeep and off-road parts/accessories retailers nationwide starting at **\$115.99**.

Rugged Ridge’s one-piece, full-length Eclipse Sun Shade for Jeep TJ and LJ Wrangler protects front and rear passengers from the sun, while still providing a “top down feeling.”

Photo Credit: Omix-ADA

For more information on the Eclipse Sun Shade, Rugged Ridge’s complete line of high-quality Jeep and off-road products, or to find an approved retailer, please contact Rugged Ridge at 770-614-6101, or visit www.RuggedRidge.com.

Part Number	Description	MSRP
13579.08	Full-Length Eclipse Sun Shade, 1997-2006 Jeep TJ Wrangler	\$115.99
13579.09	Full-Length Eclipse Sun Shade, 2003-2006 Jeep LJ Wrangler	\$134.99

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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