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RUGGED RIDGE EXPANDS LINE OF ALL-TERRAIN TRUCK FENDER FLARES

Off-Road Design Now Available for Late-Model Chevy Silverado and Toyota Tundra Trucks

Suwanee, Ga. (June 2014) – Following the successful launch of its Jeep fender flares in recent years, [Rugged Ridge](#)® today expanded its line of All-Terrain Truck Fender Flares to include applications for the late-model Chevy Silverado and Toyota Tundra.



Above and Below, Rugged Ridge's has added applications for the Chevy Silverado and Toyota Tundra for its line of popular All-Terrain Truck Fender Flares.

Photo Credit: Omix-ADA



As with the Jeep flares, the new Chevy and Toyota parts feature a high clearance design to accommodate larger off-road tires; not only creating an authentic rugged look but also making them the perfect accessories for drivers interested in transforming their daily driver into a trail-ready truck.

Each flare is constructed from paintable UV-treated ABS plastic and mounted with stainless steel fasteners assuring a precise fit that follows the contours of the truck.

Rugged Ridge All-Terrain Truck Fender Flares use the same mounting points as existing factory installed fenders meaning they're easily interchangeable and require no new drilling to install.

"Due to the success of our fender flares on previous truck models, we wanted to extend the line to include applications for newer trucks," said Henk Van Dongen, Director of Marketing at Omix-ADA.

Rugged Ridge's new fender flares are covered by an industry leading five-year limited warranty and are available online and through select truck, Jeep and off-road parts/accessories retailers nationwide, starting at **\$442.99**. For more information on 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 RuggedRidge.com.

Part Number	Description	MSRP
81630.50	All-Terrain Flares, 2007-2013 Toyota Tundra	\$442.99
81630.21	All-Terrain Flares, 2015 Chevy Silverado 69.3" bed	\$442.99
81630.22	All-Terrain Flares, 2015 Chevy Silverado 78.8" / 97.8" bed	\$442.99

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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