

FOR IMMEDIATE RELEASE

Contact: Nathan Hoyt/ Andrew Brudnicki
JMPR Public Relations
818.992.4353
nhoyt@jmprpublicrelations.com
abrudnicki@jmprpublicrelations.com



**RUGGED RIDGE INTRODUCES NEW ROCKER PANEL ARMOR
FOR '07-'15 JEEP WRANGLER**

Extra Protection for Jeeps from Scratches and Scrapes, On and Off-Road

Suwanee, Ga. (June 2015) – [Rugged Ridge](http://RuggedRidge.com)®, a leading manufacturer of high-quality Jeep accessories, today introduced its new Body Armor Rocker Panels for the 2007-2015 Jeep Wrangler (JK).

Available for both 2 and 4-door Wrangler models, the new Body Armor Rocker Panels are constructed from impact resistant polycarbonate, protecting the factory Jeep rocker panels from scratches and scrapes from contact with trail obstacles or road debris.



Mounted using Rugged Ridge-supplied automotive grade 3M® acrylic tape, these rocker panels guards are an easy way for JK Wrangler owners to customize their Jeep. In addition, matching rear corner guards (PN 11651.09 and 11651.07) can also be installed for maximum protection.

Rugged Ridge Body Armor Rocker Panels help protect the factory '07-'15 Jeep Wrangler rocker panels from scratches and scrapes both on and off-road.

Photo Credit: Omix-ADA

Rugged Ridge Body Armor Rocker Panels are backed by Rugged Ridge’s 5-year limited warranty and will be available spring of 2015 online and through select Jeep and off-road parts/accessories retailers nationwide with an MSRP of **\$166.99** (2-door).

For more information on the Body Armor Rocker Panels, 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 |
|-------------|---|----------|
| 11651.13 | Body Armor Rocker Panels 2-Door (Available Spring 2015) | \$166.99 |
| 11651.14 | Body Armor Rocker Panels 4-DOOR (Available Spring 2015) | \$187.99 |

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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