

FOR IMMEDIATE RELEASE

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RUGGED RIDGE SPARTACUS STAMPED STEEL FRONT & REAR BUMPERS FOR '07-'16 JEEP® WRANGLERS

*Advanced Modular Design Achieves High Strength with Minimal Weight,
Adds Aggressive Off-Road Styling*

Suwanee, Ga. (August 3, 2015) – [Rugged Ridge®](#), a leading manufacturer of high-quality Jeep® parts and accessories, today announced the availability of its new Spartacus Stamped Steel Front and Rear Bumpers for 2007-2016 Jeep Wrangler (JK).

Designed with the European consumer in mind, the soft contours of the Spartacus Stamped Steel Bumpers produce some of the most advanced styling in the industry. The stamping process also creates a high strength 11-gauge steel bumper that's lighter than most aftermarket bumpers. Both front and rear bumpers utilize an adaptable design that can be easily changed between wide or narrow configurations, providing Jeep owners with two different appearances to accommodate larger wheels and tires as well as improved approach and departure angles.



The Rugged Ridge Spartacus Stamped Steel Bumper features an exceptional stamped steel design which saves weight and increases strength.

Photo Credit: Rugged Ridge

Rugged Ridge Spartacus Stamped Steel Bumpers also feature specially designed injection-molded crush-can covers to complement the bumper's styling while simultaneously helping to retain Jeep's factory crash rating. Each Rugged Ridge bumper comes powder coated with a durable textured black finish to withstand years of on and off-road use.

"Our newest bumper features an aggressive off-road look that Jeep enthusiasts will love," said Alain Eboli, Engineering Manager at Omix-ADA. "We took extra steps to strengthen the bumper – like stamping knuckles into its bottom edge – but were still able to retain a lightweight design that works with all popular winch models."

The Spartacus Bumper is also available with an optional black overrider hoop for a more aggressive look and extra protection. Jeep owners can also mount a winch to this new stamped steel bumper by using a specially designed Winch Plate from Rugged Ridge.

Rugged Ridge Spartacus Stamped Steel Front and Rear Bumpers are backed by Rugged Ridge's 5-year limited warranty and will be available in fall 2015 with retail pricing starting at **\$699.99** (front) and **\$749.99** (rear).

For more information about the Stamped Steel Front Bumper, 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 www.RuggedRidge.com.

Part No.	Description	Retail Price
11544.01	Spartacus Stamped Front Bumper, Black, '07-'16 Jeep Wrangler	\$699.99
11544.09	Spartacus Stamped Front Bumper w/Override Kit, Black, '07-'16 Jeep Wrangler	\$799.99
11543.13	Spartacus Winch Plate for Stamped Steel Front Bumper	\$179.99
11544.51	Spartacus Stamped Rear Bumper, Black, '07-'16 Jeep Wrangler	\$749.99

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.

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