

## **FOR IMMEDIATE RELEASE**

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## **RUGGED RIDGE INTRODUCES NEW SPARTAN GRILLE AND MESH INSERTS FOR '07-'15 JEEP WRANGLER**

### *New Personalization Options for JK Wranglers with Aggressive Design and Interchangeable Steel Mesh Inserts*

**Suwanee, Ga. (June 24, 2015)** – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep parts and accessories, today introduced its new [Spartan Grille and Mesh Inserts](#) for 2007-2015 Jeep Wrangler (JK).

Designed for Jeep enthusiasts seeking to separate their rigs from the rest, the Rugged Ridge Spartan Grille features an aggressive off-road design with a factory-quality fit and finish, allowing JK owners to easily and significantly change the look of their Wrangler.

Each new injection-molded grille is easily paintable and is equipped to accommodate Rugged Ridge's interchangeable steel mesh inserts for Jeep owners to further customize the appearance of their Jeep.

In addition to its dramatic styling, Rugged Ridge's Spartan Grille also features a larger opening, providing the engine compartment with increased air flow for improved cooling; especially important during low-speed off-road crawling when engine temperatures are known to rise.

"Our Spartan Grilles and inserts are a great way for JK owners to personalize the look of their Wrangler and really set themselves apart from the crowd," said Chris Van Buren, Design Engineer at Omix-ADA.

The Rugged Ridge Spartan Grille and Inserts are backed by Rugged Ridge's 5-year limited warranty and are available online and through select Jeep and off-road parts/accessories retailers nationwide at an MSRP of **\$249.99**.

For more information about the new Spartan Grille and Inserts, 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](http://www.RuggedRidge.com).



Rugged Ridge's new Spartan grille and mesh inserts for 2007-2015 JK Wrangler provides added cooling benefits in addition to dramatic and quick styling changes.

**Photo Credit:** Omix-ADA

<b>Part Number</b>	<b>Description</b>	<b>MSRP</b>
<a href="#"><u>12034.01</u></a>	Spartan Grille, Black w/ Black Grille Insert, 07-15 Wrangler	\$249.99
<a href="#"><u>12034.21</u></a>	Spartan Grille Insert, Military Star, 07-15 Wrangler	\$93.99
<a href="#"><u>12034.22</u></a>	Spartan Grille Insert, American Flag, 07-15 Wrangler	\$93.99
<a href="#"><u>12034.24</u></a>	Spartan Grille Insert, Monster Teeth, 07-15 Wrangler	\$93.99

**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](http://www.omix-ada.com).

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