

FOR IMMEDIATE RELEASE

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RUGGED RIDGE ANNOUNCES NEW STEEL WINCH PLATE FOR MOPAR RUBICON 10th ANNIVERSARY FRONT BUMPERS

New Winch Plate Adds Utility to Jeep® JK Wranglers

Suwanee, Ga. (May 18, 2016) – [Rugged Ridge®](#), a leading manufacturer of high quality Jeep®, truck and off-road parts and accessories, today announced its new [Steel Winch Plate](#), which allows for the installation of a winch on the following Jeep JK Wrangler vehicle packages equipped with the MOPAR Rubicon 10th Anniversary front bumper: Rubicon X, Rubicon 10th Anniversary and Rubicon Hard Rock. The new winch plate is also compatible with all other 2007-2016 JK Wrangler models upgraded with the MOPAR Rubicon 10th Anniversary front bumper.



Rugged Ridge's new Steel Winch Plate adds utility to 2007-2016 Jeep JK Wranglers equipped with the MOPAR Rubicon 10th Anniversary front bumper.

Photo Credit: Rugged Ridge

Featuring a versatile two-piece design that covers the vehicle's frame for a sleeker look, the heavy duty winch plate incorporates high strength class 10.9 mounting hardware and is heavily gusseted for added strength. It also features a textured black finish that is E-coated and powder coated to meet the industry's toughest corrosion requirements.

The Rugged Ridge Steel Winch Plate for JK Wranglers equipped with the MOPAR Rubicon 10th Anniversary front bumper is available now at an MSRP of **\$266.99**.

For more information on the winch plate, 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 | MSRP |
|--------------------------|---|----------|
| 11543.15 | Rugged Ridge Winch Plate for MOPAR Rubicon 10 th Anniversary Front Bumpers, 2007-2016 Jeep JK Wrangler | \$266.99 |

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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