

**FOR IMMEDIATE RELEASE**

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**RUGGED RIDGE EXPANDS LINE OF VINTAGE INSPIRED FENDER FLARES TO INCLUDE 1997-2006 JEEP WRANGLER**

*Hurricane Flat Fender Flares Now Available for Jeep TJ/LJ*

**Suwanee, Ga. (December 17, 2015)** – Following the success of its [Hurricane Flat Fender Flares](#) for Jeep® Wrangler JK models (2007-2016), [Rugged Ridge](#)® today announced it has its expanded the product line with [new applications for 1997-2006 Jeep TJ/LJ Wrangler](#).

A popular and proven way to protect your Jeep’s paint and bodywork from rocks, mud or debris while driving on or off-road, Rugged Ridge’s Hurricane Flat Fender Flares bring the same twist of modern style and function to TJ/LJ Jeeps. Drawing inspiration from [Omix-ADA’s historic Jeep Collection](#), the new Fender Flares feature the same aggressive, never-before-seen off-road look that combines the popular modern pocket style with the traditional flat fender design first found on the 1941 Willys MA.



Rugged Ridge Hurricane Flat Fender Flares combine the design of a traditional pocket flare with the timeless style of the ‘flat fender’ 1941 Willys MA.

**Photo Credit:** Rugged Ridge

own tastes.

Rugged Ridge Hurricane Flat Fender Flares are backed by an industry-leading five-year limited warranty and are available at a retail price starting at **\$349.99**

For more information about 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 its website at [www.RuggedRidge.com](http://www.RuggedRidge.com).

“We received so much positive feedback following the release of the flares for JK owners that we had to bring the same concept and design to TJ/LJ owners who were asking for something unique to set their Wrangler apart,” said Henk Van Dongen, Director of Marketing at Omix-ADA.

The Hurricane Flat Fender Flares feature a unique double bolt pocket as a modern spin on classic pocket flare styling. Engineered for both form and function, the fender flare’s unique shape complements the Wrangler’s rugged looks and lines, while mounting high upon the fender for extra clearance for oversized wheels and tires.

Each fender flare is constructed from durable black injection molded thermoplastic that can be painted or left unfinished. The Hurricane Flat Fender Flares come complete with a set of durable black corrosion resistant fasteners, so owners can further tailor the flares to their

Part No.	Description	Retail Price
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[11640.30](#)

Hurricane Flat Fender Flare Set, '97-06 Jeep Wrangler (TJ/LJ)

\$349.99

**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). Jeep® is a registered trademark of Chrysler Group LLC.

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