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OMIX-ADA'S OFFROAD SUCCESS CENTER HOSTS TWO SPECIAL JEEPS AT 2014 SEMA SHOW

*Leading Manufacturer of Jeep® Parts and Accessories Raises Awareness for
Charity and Prepares to Give Away Fully Outfitted "Ready to Rock" Jeep*

Suwanee, Ga. (November 2014) – [Omix-ADA](#), a leading manufacturer of high quality Jeep®, truck and off-road parts and accessories, today announced its Off Road Success Center (Booth #34000) at the 2014 Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nov. 4 – 7, will showcase two unique Jeeps; one built in support of [SEMA Cares](#) that will later be auctioned for charity and the other to be used for a special giveaway promotion during the SEMA Show.

SEMA Cares Jeep Build



The SEMA Cares Jeep stands as a conversation piece at Omix-ADA's Off Road Success Center and is designed to raise awareness for SEMA Cares charitable efforts within the automotive aftermarket. The SEMA Cares Jeep was bought using funds from Omix-ADA's 2013 SEMA Cares donation and was customized through a collaboration between Omix-ADA and the [Alex Xydias Center for Automotive Arts](#).

As part of the build, a team of students from the school modified a standard four-door Jeep Wrangler JK Sport at the new SEMA Garage in Diamond Bar, Calif., using parts from a number of donor companies –including [Rugged Ridge's Exploration Package](#) – to make a one-of-a-kind 4x4 ready to tackle the most difficult off-road terrain.

The Exploration restyling package is one of Omix-ADA's ten pre-loaded kits the company offers that groups the most cutting edge accessories on the Jeep market into one easy to order part number. The Exploration Package features appearance products ranging from floor and cargo liners, grab handles and hood catches to more hardcore parts like uprated tire carriers, bumper accessories, even recovery winch gear, suspension and tires; everything needed to conquer any terrain.

"It's great that we can bring more awareness to SEMA Cares because they play an instrumental role in actively involving and engaging future generations in our industry, which is one of the things we teach at Off Road Success Center," said Henk Van Dongen, Marketing Director at Omix-ADA. "The Jeep we designed was a perfect way to get people excited about SEMA Cares and the off-road hobby.

While on display and throughout the four-day show, the Jeep will be signed by automotive personalities, VIPs and Celebrities attending the show. In early 2015, the Jeep will then make its way to auction where all proceeds from its sale will be split between three charities; The Alex Xydias Center for Automotive Arts, [Childhelp](#) and [Victory Junction](#).

The SEMA Cares Committee was established by SEMA's Board of Directors in 2007 and strives to make a positive difference through outreach programs and various fundraising efforts. SEMA Cares makes its mission to foster industry leadership by supporting the education of students pursuing careers in the automotive aftermarket.

Giveaway Promotional Jeep Contest



Over the course of three days (Nov. 4-6) attendees to this year's SEMA Show will also have a chance to win and drive away from the show in a brand-new, fully-equipped Anvil Blue 2014 Jeep Wrangler Unlimited Rubicon when they visit Omix-ADA's Off Road Success Center.

The winning Jeep will be outfitted with [Rugged Ridge's](#) new [Summit restyling package](#), which includes the company's XHD Modular Bumper, grille inserts, and an upgraded rear tire carrier, making it not only look good but also ready to tackle any off-road excursion.

40 semi-finalists will be selected over the three days and given a key for a chance at starting and driving away with the one-of-a-kind Jeep on Thursday, November 6 at the Off Road Success Center.

Returning for its third year at SEMA, the Off Road Success Center provides a forum for business owners and decision makers within the Jeep and off-road market to freely exchange ideas, learn new concepts for success and network with other industry professionals.

Omix-ADA invites everyone to come out to the Off Road Success Center to see the live custom Jeeps, support SEMA Cares in its outreach programs, and learn how to thrive in the growing Jeep and off-road market.

For more information on SEMA Cares and its work with local communities, please visit SEMA.org/sema-cares. For more information on Omix-ADA, Rugged Ridge, or the Off Road Success Center at the 2014 SEMA Show, please visit Omix-ADA.com or contact Omix-ADA directly at 770-614-6101.

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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