

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES NEW LED INTERIOR LIGHTING SYSTEM FOR 2007-2016 JEEP WRANGLER JK / JKU MODELS

Provides the JK Interior Colorful and Vibrant Illumination

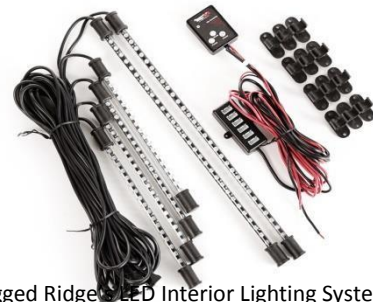
Suwanee, Ga. (March 7,2017) – [Rugged Ridge®](http://www.RuggedRidge.com), a leading manufacturer of high-quality Jeep®, truck and off-road accessories, today announced its new LED Interior Lighting System for 2007-2016 Jeep Wrangler models.

Designed to add additional lighting to the Jeep JK interior, the Rugged Ridge LED Interior Lighting System delivers various colors of lighting to both front and rear foot wells and rear cargo area to allow Jeep owners another way to personalize their Jeep.

The LED Interior Lighting System includes a wired controller allowing system power, light pattern adjustment and pause functions at one’s fingertips. A built-in microphone with variable sensitivity allows for the interior music to control the system’s output for a spectacular light show.

The Rugged Ridge LED Interior Lighting System includes everything needed for installation including six LED tubes, wiring, connectors, controller, mounting clips and easy-to-follow instructions.

The Rugged Ridge LED Interior Lighting System is backed by Rugged Ridge’s industry-leading five-year limited warranty and will be available online and through select Jeep and off-road parts and accessories retailers nationwide with a starting MSRP of \$132.99.



Rugged Ridge LED Interior Lighting System offers lighting options in a variety of colors to allow for additional personalization of Jeeps.

Photo Credit: Rugged Ridge

For more information about the LED Interior Lighting System or 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 |
|-----------------|---|-------------|
| 11250.09 | LED Interior Lighting System; 07-16 Wrangler JK | \$132.99 |

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 two decades, Omix-ADA has designed, tested and manufactured more than 20,000 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 90 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit <http://www.omix-ada.com>.
Jeep® is a registered trademark of FCA USA LLC.

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