

## **FOR IMMEDIATE RELEASE**

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## **RUGGED RIDGE ANNOUNCES NEW REFLEX ANTENNA FOR 1997-2016 JEEP WRANGLER TJ & JK MODELS**

*Low Profile Design for Outstanding On- and Off-Road Performance*

**Suwanee, Ga. (Oct. 25, 2016)** - [Rugged Ridge®](#), a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced its new Reflex Antenna for 1997-2006 Wrangler TJ, Wrangler Unlimited LJ and 2007-2016 JK & JKU models.

The Rugged Ridge Reflex Antenna implements a short antenna design, with a 13-inch overall length, which reduces vulnerability to tree limbs and damaging car washes. Constructed of flexible and resilient plastic, the Reflex Antenna bends to deflect obstructions, then returning to its original position.

The Reflex Antenna is compatible with factory and aftermarket stereo systems providing reception equivalent to the OE equipment. Each Rugged Ridge Reflex Antenna is fitted with the proper threaded adaptor for its application, making installation a simple task – usually accomplished without the use of any tools. Just unscrew the old whip antenna and screw in the Reflex Antenna.

The Rugged Ridge Reflex Antenna is backed by Rugged Ridge's industry-leading five-year limited warranty and is available online and from select Jeep and off-road retailers nationwide with MSRP starting at \$22.99.

For more information about the Reflex Antenna 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](http://www.RuggedRidge.com).



Rugged Ridge's Reflex Antennas is designed with flexible and durable plastic to withstand common obstructions.

**Photo Credit:** Rugged Ridge

<b>Part No.</b>	<b>Description</b>	<b>MSRP</b>
17212.08	Antenna, Reflex, 13-Inch; 97-06 Jeep Wrangler TJ/LJ	\$22.99
17212.10	Antenna, Reflex, 13-Inch; 07-16 Jeep Wrangler JK/JKU	\$22.99

### **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.