

## **FOR IMMEDIATE RELEASE**

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## **RUGGED RIDGE ANNOUNCES BALLISTIC SEAT COVERS FOR 2007-2016 JEEP WRANGLER JK/JK UNLIMITED MODELS**

*Ballistic Seat Covers Offer Additional Strength and Durability to Front and Rear Seats*

**Suwanee, Ga. (July 2016)** – [Rugged Ridge](http://www.RuggedRidge.com)®, a leading manufacturer of high-quality Jeep®, truck and off-road accessories, announces the release of its line of Ballistic Seat Covers for 07-16 Jeep Wrangler JK/JKU models, for both front and rear seats.

Constructed of 840 denier ballistic nylon, Rugged Ridge's Ballistic Seat covers provide a cost-effective alternative to its Ballistic Pro Series of seat covers. While still incorporating an extremely sturdy fabric material, these covers utilize a lighter weight of nylon fiber weave resulting in a slightly lighter weight and softer feel than the Ballistic Pro, at a lower price point.

Designed with durability in mind, these seat covers are fitted with zippered front seat backs for ease of installation and adjustable straps and hooks for a form fitment. Hidden flaps engineered into the seat back allow for full side airbag functionality and uncompromised safety.

Rugged Ridge Ballistic Seat Covers are backed by a five-year limited warranty and are available online and through select Jeep and off-road parts & accessories retailers nationwide with a suggested MSRP of **\$187.99** for the front covers and **\$127.99** for the rear seat cover.

For more information about the Ballistic Seat Covers, 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 new Ballistic Seat Covers are engineered with 840 denier ballistic nylon and fitted with zippered front seat backs for durability and fast installation.

**Photo Credit:** Rugged Ridge

<b>Part No.</b>	<b>Description</b>	<b>MSRP</b>
13216.11	Ballistic Seat Cover Set, Front, Black; 07-10 Jeep Wrangler JK/JKU	\$187.99
13216.12	Ballistic Seat Cover Set, Front, Black; 11-16 Jeep Wrangler JK/JKU	\$187.99
13266.05	Ballistic Seat Cover Set, Rear, Black; 07-10 Jeep Wrangler JK2 Door	\$127.99
13266.06	Ballistic Seat Cover Set, Rear, Black; 07-10 Jeep Wrangler JKU 4 Door	\$127.99
13266.07	Ballistic Seat Cover Set, Rear, Black; 11-16 Jeep Wrangler JK 2 Door	\$127.99
13266.08	Ballistic Seat Cover Set, Rear, Black; 11-16 Jeep Wrangler JKU 4 Door	\$127.99

13256.05	Ballistic Seat Cover Set; 07-10 Jeep Wrangler JK 2 Door	\$280.99
13256.06	Ballistic Seat Cover Set; 07-10 Jeep Wrangler JKU 4 Door	\$280.99
13256.07	Ballistic Seat Cover Set; 11-16 Jeep Wrangler JK 2 Door	\$280.99
13256.08	Ballistic Seat Cover Set; 11-16 Jeep Wrangler JKU 4 Door	\$280.99

**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.

Jeep® is a registered trademark of FCA USA LLC.

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