

## **FOR IMMEDIATE RELEASE**

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## **RUGGED RIDGE EXPANDS LINE OF CARGO AREA PROTECTION FOR 2007-2016 JEEP WRANGLER JK MODELS**

### *Complete Protection and Cargo Area Containment for JK Owners Against Everyday Messes*

**Suwanee, Ga. (Sept. 27, 2016)** – [Rugged Ridge](#)<sup>®</sup>, a leading manufacturer of high-quality Jeep<sup>®</sup>, truck and off-road accessories, today announced it has expanded its line of cargo area accessories with the addition of the C3 Cargo Covers and new C2 Canine Curtains for 2007-2016 Jeep Wrangler JK and JKU Models.



Rugged Ridge's C3 Cargo Cover (above) and C2 Canine Curtain (below) are engineered from water-resistant woven ballistic to provide additional strength and durability.



**Photo Credit:** Rugged Ridge

Designed with the active lifestyle of today's JK owner in mind, Rugged Ridge developed both accessories to provide the Jeeps interior with the fullest protection against unsightly debris and costly damage.

Constructed of a sturdy, water-resistant woven ballistic fabric, this newly engineered cover protects the carpet and interior trim from damage, scratches, dirt and other debris. The C3 Cargo Cover provides complete and configurable coverage of the entire rear cargo area and can be installed to protect only the rear cargo area or the cargo area with the rear seats folded.

The C2 Canine Curtains provide a full top-to-bottom separation between the Jeeps passenger and cargo area. Utilizing the same ballistic weave nylon for strength and durability, the curtain also has a mesh primary panel to allow for unhampered visibility through the curtain. The curtain is offered in two versions – a front seat curtain for JK / JKU models and a rear seat curtain for the 4 door JKU.

The Rugged Ridge C3 Cargo Cover and C2 Canine Curtain are covered by Rugged Ridge's industry-leading five-year limited warranty and are available online and through select Jeep and off-road accessories retailers nationwide with MSRP starting at

\$213.99 for the C3 Cargo Cover and \$119.99 for the C2 Canine Curtain.

For more information about the C2 and C3 Cargo solutions, or any of 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).

Part No.	Description	MSRP
13260.03	C3 Cargo Cover, W/O Subwoofer; 07-16 JK, 2 Door	\$213.99
13260.04	C3 Cargo Cover, 2-Door w/Subwoofer, 07-14 Wrangler	\$213.99
13260.05	C2 Cargo Curtain, Front; 07-16 Wrangler JK/JKU	\$119.99
13260.06	C2 Cargo Curtain, Rear; 07-16 Wrangler Unlimited	\$119.99

**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.