

## **FOR IMMEDIATE RELEASE**

Contact: Natasha Jenkins/ Brian Alexander  
JMPR Public Relations  
818.992.4353  
[njenkins@jmprpublicrelations.com](mailto:njenkins@jmprpublicrelations.com)  
[balexander@jmprpublicrelations.com](mailto:balexander@jmprpublicrelations.com)



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

*Elite Ballistic Pro Seat Covers Designed With Ballistic Grade Nylon and Tactical Styling Combine for Increased Durability*

**Suwanee, Ga. (July 2016)** – [Rugged Ridge](http://RuggedRidge.com)<sup>®</sup>, an industry leading manufacturer of high-quality Jeep<sup>®</sup>, truck and off-road accessories, today announced the release of their durable Elite Ballistic Pro Seat Covers for 2007-2016 Jeep Wrangler JK / JKU models.

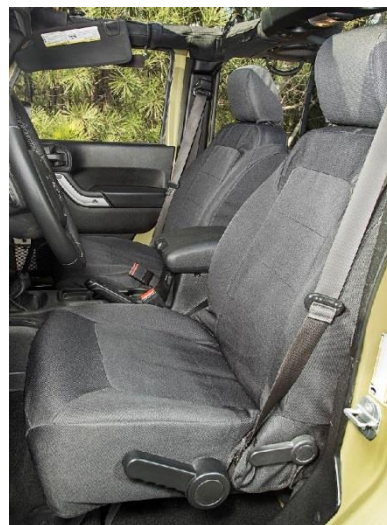
Constructed of a heavy 1200 denier nylon material in a unique ballistic weave, the Rugged Ridge Elite Ballistic Pro Seat Covers provide owners unparalleled durability, protection and an eye-catching appearance for their Wrangler JK, keeping the factory seats protected and preserved for years to come. They are available for front and rear seating options for both two and four-door models.

Each seat cover installs easily, incorporating adjustable straps and buckles to achieve a form fitment over your factory seat and is UV treated to resist fading. The Rugged Ridge Elite Ballistic Pro Seat Cover is designed explicitly for the Jeep Wrangler JK, and fits factory specifications.

“We wanted to make a seat cover that could stand up to the conditions that off-roaders are repeatedly exposed to,” said Alain Eboli, Engineering Manager at Omix-ADA / Rugged Ridge. “The Elite Ballistic Pro Seat Covers have the strength to deliver in the harshest of conditions.”

Rugged Ridge’s Elite Ballistic Pro Seat Covers are backed by a five-year limited warranty and are available online and from select Jeep and off-road parts and accessories retailers nationwide with an MSRP starting at **\$227.99**.

For more information about the Elite 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 Elite Ballistic Pro Seat Covers for 2007-2016 JK and JKU models are designed for added durability and fit factory specifications.  
**Photo Credit:** Rugged Ridge

<b>Part No.</b>	<b>Description</b>	<b>MSRP</b>
13216.01	Ballistic Seat Pro Cover Set, Front, Black; 07-10 Jeep Wrangler JK/JKU	\$227.99
13216.06	Ballistic Seat Pro Cover Set, Front, Black; 07-10 Jeep Wrangler JK/JKU	\$227.99

13266.01	Elite Ballistic Pro Seat Cover Set, Rear, Black; 07-10 Jeep JK 2 Door	\$227.99
13266.02	Elite Ballistic Pro Seat Cover Set, Rear, Black; 07-10 Jeep JKU 4 Door	\$227.99
13266.03	Elite Ballistic Pro Seat Cover Set, Rear, Black; 11-16 Jeep JK 2 Door	\$227.99
13266.04	Elite Ballistic Pro Seat Cover Set, Rear, Black; 11-16 Jeep JKU 4 Door	\$227.99

**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.

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