

FOR IMMEDIATE RELEASE

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**RUGGED RIDGE RELEASES NEW ELITE DOOR HANDLE INSERTS FOR
2007-2016 JEEP WRANGLER**

Elite Door Handle Inserts Add a Custom Look to the Exterior of Any JK with the Brilliance of Polished Aluminum

Suwanee, Ga. (July 2016) – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep® parts and off-road accessories has announced it has released a new line of Elite Door Handle Inserts for 2007-2016 Jeep Wrangler JK / JKU models.

The Rugged Ridge Elite Door Handle Inserts are constructed of durable Cast Aluminum and attach directly to the factory door handles. They are available in several finishes including Polished Aluminum, Black, Red or a raw aluminum finish that can be applied to contrast with the body color to for a distinct touch. This gives JK owners an impressive custom appearance while not compromising on the fit and function of the factory door handles, making for an accent that will help set any JK apart from the crowd.



Rugged Ridge’s Elite Door Handle Inserts are constructed of durable cast aluminum and attach directly to factory door handles.

Photo Credit: Rugged Ridge

Each door handle insert is secured with automotive grade double-sided adhesive for simple installation and finished so that there are no sharp edges, resulting in a smooth, sleek and comfortable door handle.

Rugged Ridge Elite Aluminum Door handle Inserts are backed by the company’s five-year limited warranty and are available online and through select Jeep and off-road parts and accessories retailers nationwide, with retail pricing starting at \$38.99 for two-door models and \$65.99 for four-door models.

For more information about the Elite Door Handle Inserts, 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
13311.40	Door Handle Inserts, Aluminum, 07-16 Jeep Wrangler JK 2-Door	\$40.99
13311.41	Door Handle Inserts, Aluminum, 07-16 Jeep Wrangler JKU 4-Door	\$67.99
13311.42	Door Handle Inserts, Black, 07-16 Jeep Wrangler JK 2-Door	\$40.99

13311.43	Door Handle Inserts, Back 07-16 Jeep Wrangler JKU 4-Door	\$67.99
13311.44	Door Handle Inserts, Red, 07-16 Jeep Wrangler JK 2-Door	\$40.99
13311.45	Door Handle Inserts, Red, 07-16 Jeep Wrangler JKU 4-Door	\$67.99
13311.46	Door Handle Inserts, Paintable, 07-16 Jeep Wrangler JK 2-Door	\$38.99
13311.47	Door Handle Inserts, Paintable, 07-16 Jeep Wrangler JKU 4-Door	\$65.99

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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