

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES NEW LED ROCK LIGHT KIT FOR VARIOUS OFF-ROAD APPLICATIONS

All-New LED Rock Lights Make Adding Exciting Illumination to Off-Road Adventures Quick and Simple

Suwanee, Ga. (November 2016) – [Rugged Ridge](#)[®], a leading manufacturer of high-quality Jeep[®], truck and off-road accessories, today introduced its new LED Rock Light Kit for Jeeps and various off-road vehicles.

Rugged Ridge LED Rock Lights are the ideal addition to any trail-ready vehicle, whether illuminating obstacles or posing for the perfect shot. These Rock Lights mount to a variety of locations on the body or undercarriage to project radiant white light to the ground below, for a whole new trail driving experience at night or in low-light conditions.



Rugged Ridge LED Rock Light Kit includes four waterproof die cast aluminum LED housings that are IP68 rated for water-resistance, each with a flat and curved mounting base for ease of installation.

Photo Credit: Rugged Ridge

The Rugged Ridge LED Rock Light Kit includes four waterproof die cast aluminum LED housings that are IP68 rated for water-resistance, each with a flat and curved mounting base for ease of installation, regardless of the location. The lights are individually terminated with weather-resistant connectors for simple plug-and-play connectivity, while powder-coated housings and stainless hardware ensure that these lights will illuminate consistently on even the stormiest of nights.

Rugged Ridge LED Rock Light Kits are available as a stand-alone basic kit, or, depending on vehicle requirements, as a complete package that includes a two-position rocker switch, 40 amp relay and integrated wiring harness.

The Rugged Ridge LED Rock Light Kits are backed by Rugged Ridge's five-year limited warranty and are available online and through select Jeep and off-road parts and accessories retailers nationwide and a suggested MSRP starting at \$120.99.

For more information about the LED Rock Light Kit 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
11232.39	LED Rock Light Kit, 4-Piece, White	\$120.99
11232.40	LED Rock Light Kit with Harness, 4-Piece, White	TBD

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.