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RUGGED RIDGE INTRODUCES NEW ELITE FAST TRACK LIGHT BAR FOR 2007-2017 JEEP WRANGLER JK / JKU

Modular Design Offers Versatility for Any Season or Off-Road Activity

Suwanee, Ga. (April 25, 2017) – [Rugged Ridge](#)[®], a leading manufacturer of high-quality Jeep[®], truck and off-road accessories, today introduced its new Elite Fast Track Modular Light Bar for 2007-2017 Jeep Wrangler JK and JKU models.

This new Modular Light Bar for Jeep JK features the ability to arrange and configure lights, trail mirrors, camera mounts and accessories in countless arrangements, for ultimate versatility based on any Jeep owner's exact needs. Both the vertical A-pillar sections of the light bar as well as the horizontal top bar are built from sturdy extruded aluminum and feature integrated channels that allow for mounting of various light and accessory brackets that can be reconfigured easily and repeatedly when the need arises.

The Elite Fast Track Modular Light Bar works with LED lights regardless of length – curved or straight – while the upper crossbar features an aerodynamic design to alleviate airflow turbulence that often results in unwanted soft top buffeting and whistling.



The new Rugged Ridge Modular Light Bar allows for numerous lighting and accessory configurations on 07-16 Jeep Wrangler JK models.

Photo Credit: Rugged Ridge

“We wanted to engineer a light bar that was uncompromising in that it allows Jeep enthusiasts to customize their vehicle to fit any specific need,” said Patrick Bennett, Product Development Manager at Omix-ADA / Rugged Ridge. “With the new Modular Light Bar, trail mirrors and action cams can be mounted in the warmer seasons, yet can easily be swapped for driving lights when the winter weather sets in. We like to think JK owners can have it all with Rugged Ridge’s new light bar.”

The Rugged Ridge Modular Light Bar makes no compromises in materials, using high-quality 6061 T6 aluminum for the A-pillar sections and upper crossbar, with steel mounting brackets and Grade 8 hardware for sound structural integrity. A durable textured black powder coat provides protection from corrosion and keeps the light bar looking new for years to come.

The Rugged Ridge Modular Light Bar is backed by an industry-leading five-year limited warranty and is available online and from select Jeep and off-road retailers nationwide with a suggested MSRP of \$439.99.

For more information about the Rugged Ridge Modular Light Bar and 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
11232.50	Aluminum Windshield Light Bar, 07-16 Wrangler JK	\$439.99

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.