

FOR IMMEDIATE RELEASE

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RUGGED RIDGE RELEASES NEW ALL-TERRAIN CENTER CONSOLE COVER FOR 1997-2001 JEEP WRANGLER TJ

Rugged Ridge All-Terrain Center Console Cover Provides Added Interior Protection and Style to Wrangler TJ Console Armrest

Suwanee, Ga, (September 20, 2016) - [Rugged Ridge](http://www.RuggedRidge.com)®, a leading manufacturer of high-quality Jeep® parts and off-road accessories, today announced the release of its new All-Terrain Center Console Cover for 1997-2001 Jeep Wrangler TJ models.

The All-Terrain Center Console Cover is designed to prevent the accelerated wear and tear that is comes as a result of sun exposure and the extreme conditions of off-road driving. Unlike cloth and leather consoles, these heavy duty covers will keep any TJ center console in showroom condition for years to come.

Molded from durable polyurethane foam, the Rugged Ridge All-Terrain Center Console Cover creates an almost impervious barrier, protecting the console lid from scratches, rips, stains and exposure to abrasive materials, while Rugged Ridge's unique tread design enhances the interior styling with a bold, off-road appearance.

"In Jeeps, consoles constructed of cloth or leather offer plenty comfort but the surfaces can wear quickly due to exposure to the elements and rugged use," said Alain Eboli, Engineering Manager at Omix-ADA/ Rugged Ridge. "Every day wear can cause micro-tears, cracks and fading, but our All-Terrain Center Console Cover prevents this type of damage from ever occurring."



Rugged Ridge's All-Terrain Center Console cover for 1997-2001 Jeep Wrangler TJ protects console lids from damage.

Photo Credit: Rugged Ridge

Rugged Ridge All-Terrain Center Console Covers install easily and securely in minutes with the supplied automotive grade adhesive tape. As always, the All-Terrain Center Console Cover is backed by Rugged Ridge's industry-leading five-year limited warranty and is available at an MSRP of \$53.99.

For more information about the All-Terrain Center Console, 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
13104.61	All-Terrain Center Console Cover, Black, 97-01 TJ Wrangler	\$53.99

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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