

For Immediate Release

Contact: Natasha Jenkins/ Brian Alexander
JMPR Public Relations
818.992.4353
njenkins@jmprpublicrelations.com
balexander@jmprpublicrelations.com



RUGGED RIDGE LAUNCHES NEW NAUTIC SERIES OF HEAVY DUTY AND PERFORMANCE WINCHES

New Series Features Enhanced Design and IP67 Rating for Increased Strength and All-Weather Performance

Suwanee, Ga (October 2016) – [Rugged Ridge](#)®, a leading manufacturer of high-quality Jeep®, truck and off-road accessories, today launched their new line of Nautic Heavy Duty and Performance winches for Jeeps and various other off-road vehicles.

Building on the success of its current winch offerings, Rugged Ridge implemented a new, innovative X-braced gearbox housing and motor cap that provides increased strength to the winch assembly under load, as well as incorporating new IP67-rated components, including the solenoid, motor and gearbox for flawless performance in even the harshest weather and extreme operating conditions.



Available in either 9,500 or 12,500 pound ratings with a choice of steel cable or synthetic rope, the Nautic Series winches are developed with the serious off-road enthusiast in mind. Durable series wound motors deliver impressive pulling power over a long service life, while a three-stage planetary gearbox with either a 172.8:1 or 265:1 gear ratio (depending on model) ensure that Nautic Series winches will deliver consistent, reliable power on demand. An automatic load holding brake system is internal to the drum for exceptional control, pull after pull.

Rugged Ridge's new Nautic Series Heavy Duty & Performance Winches feature IP-67-rated electronics and internals for reliable performance in a wide variety of conditions.

Photo Credit: Rugged Ridge

All Rugged Ridge Nautic Series winches come with a weather-resistant hand controller with 12-foot cable, variable-position solenoid mounting brackets for installation in a variety of bumper configurations and a powder-coated latch hook. Either a roller or Hawse style fairlead are also included, based on the model.

The Rugged Ridge Nautic Series Heavy Duty & Performance winches are backed by an industry-leading five-year limited warranty and will be available online and through select Jeep® and off-road parts and accessories retailers nationwide with a suggested MSRP starting at \$460.99.

For more information about the new Nautic Series of winches or any of 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 the company's website at www.RuggedRidge.com.

Part No.	Description	MSRP
15100.05	Winch, 9500 LBS, Cable, Waterproof	\$460.99
15100.06	Winch, 9500 LBS, Synthetic Rope, Waterproof	\$691.99
15100.22	Winch, 12500 LBS, Cable, Waterproof	\$667.99
15100.23	Winch, 12500 LBS, Synthetic Rope, Waterproof	\$867.99

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.