

FOR IMMEDIATE RELEASE

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RUGGED RIDGE ANNOUNCES NEW RRC SIDE ARMOR STEP PLATES FOR 2007-2016 JEEP WRANGLER JK / JKU

RRC Side Armor Step Plates Add an Attractive & Convenient Add-On Step Plate Rugged Ridge RRC Side Armor

Suwanee, Ga (September 9, 2016) – [Rugged Ridge](http://www.RuggedRidge.com)®, an industry leading manufacturer of high-quality Jeep®, truck and off-road accessories, is pleased to announce the addition of a new RRC Side Armor Step Plate for 2007-2016 Jeep Wrangler models as a stylish and functional accent to accompany the already popular RRC Side Armor.

Constructed of durable steel that has been given a black textured powder coat to match the Rugged Ridge Side Armor, these Step Plates are engineered for a perfect fit and a finish that will durable enough to last for years. Each Step Plate is secured to the side armor with included mounting hardware and is positioned to provide a sturdy, well-placed platform to aid in entering and exiting the vehicle, which can be especially important on lifted Jeeps.



“Side Armor is primarily designed to protect rocker panels from damage while driving in extreme off-road conditions,” states Patrick Bennett, Product Development Manager at Omix-ADA / Rugged Ridge. “When we can engineer a great looking and simple bolt-on enhancement that will increase the benefits of an existing product that is already on our customers’ Jeeps, it’s a perfect addition to our product catalog.”

Rugged Ridge’s RRC Side Armor Step Plate is engineered with durable steel to provide a sturdy platform on the vehicle.

Photo credit: Rugged Ridge

The Rugged Ridge RRC Side Armor Step Plates are backed by Rugged Ridge’s industry-leading five-year limited warranty and will be available online and through select Jeep and off-road parts and accessories retailers nationwide with MSRP starting at \$93.99 for two-door models and \$172.99 for four-door models.

For more information about the RRC Side Armor Step Plate, 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
11504.21	RRC Side Armor Guard Plates; 07-16 Jeep Wrangler JK 2-Door	\$93.99
11504.25	RRC Side Armor Guard Plates; 07-16 Jeep Wrangler JKU 4-Door	\$172.99

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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