

FOR IMMEDIATE RELEASE

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



RUGGED RIDGE ANNOUNCES NEW WINCH HOOK HOLDER FOR VARIOUS OFF-ROAD APPLICATIONS

Winch Hook Holder Provides a Safe and Convenient Winch Hook Storage Solution for All Applications

Suwanee, Ga. (September 16, 2016) – [Rugged Ridge](http://RuggedRidge.com)[®], an industry leading manufacturer of high-quality Jeep[®], truck and off-road accessories, today announced the release of a new Winch Hook Holder for various off-road applications.

Constructed of stamped stainless steel and finished in Black semi-gloss powder coat, the Winch Hook Holder offers an extremely durable finish and superior corrosion protection for years of use in all conditions. Best of all, it gives any winch hook a stable and safe place to store when not in use, saving bumpers and bodywork from dents, scuffs and scratches.

The Winch Hook Holder is compatible with both Hawse and roller-style fairleads and will accept all winch hook sizes and styles. A single point of attachment means that installation is simple, with no cutting or drilling required.

The new Rugged Ridge Winch Hook Holder is backed by Rugged Ridge's five-year limited warranty and is available online and from select Jeep[®] and off-road parts and accessories retailers nationwide with retail pricing starting at \$26.99.

For more information about the Winch Hook Holder, 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.



Rugged Ridge's new Winch Hook offers a highly durable finish and superior corrosion protection in a variety of conditions.

Photo Credit: Rugged Ridge

Part No.	Description	MSRP
15102.04	Winch Hook Holder- Universal	\$26.99

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.

Jeep® is a registered trademark of FCA USA LLC.

#