

## **FOR IMMEDIATE RELEASE**

Contact: Natasha Jenkins/ Brian Alexander

JMPR Public Relations

818.992.4353

[njenkins@jmpublicrelations.com](mailto:njenkins@jmpublicrelations.com)

[balexander@jmpublicrelations.com](mailto:balexander@jmpublicrelations.com)



## **RUGGED RIDGE ANNOUNCES NEW LED MESH GRILL INSERT FOR 2007-2016 WRANGLER JK / JKU**

*New Custom Lighting Option Offers Optimum Visibility and Performance*

**Suwanee, Ga, (Sept. 27,2016)** – Rugged Ridge®, a leading manufacturer of high-quality Jeep®, truck and off-road accessories, today released its new LED Mesh Grill Insert for its popular Spartan Grille for 2007-2016 Jeep Wrangler JK/JKU models.

Each LED Mesh Grill Insert is constructed of eight millimeter perforated steel mesh with a durable black powder coat finish. The integrated LED light brackets properly and securely position the LED housings for optimum visibility and performance by positioning two round 3.5-inch driving LED lights in the grilles mesh insert.

The LED Mesh Grill Insert features two highly-efficient 18 watt round LED lights with 1080 lumens output, capable of impressive illumination while only consuming 1.46 amps. With IP-67 waterproof ratings and corrosion-resistant aluminum housings, these LED's will perform well in the harshest of environments.

The new Rugged Ridge LED Mesh Grill Insert is backed by an industry-leading five-year limited warranty and is available online and through select Jeep and off-road parts and accessories retailers nationwide with an MSRP of \$267.99.

For more information about the LED Mesh Grille Insert, 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](http://www.RuggedRidge.com).



Rugged Ridge's LED Mesh Grill Insert properly and securely position the LED housings for optimum visibility and performance.

**Photo Credit:** Rugged Ridge

<b>Part No.</b>	<b>Description</b>	<b>MSRP</b>
12034.13	Grille Insert Kit, Dual 3.5" LEDs; 07-16 Wrangler	\$267.99
12034.35	Spartan Grille Round LED Insert Kit; 07-16 JK	\$613.99

### **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.

